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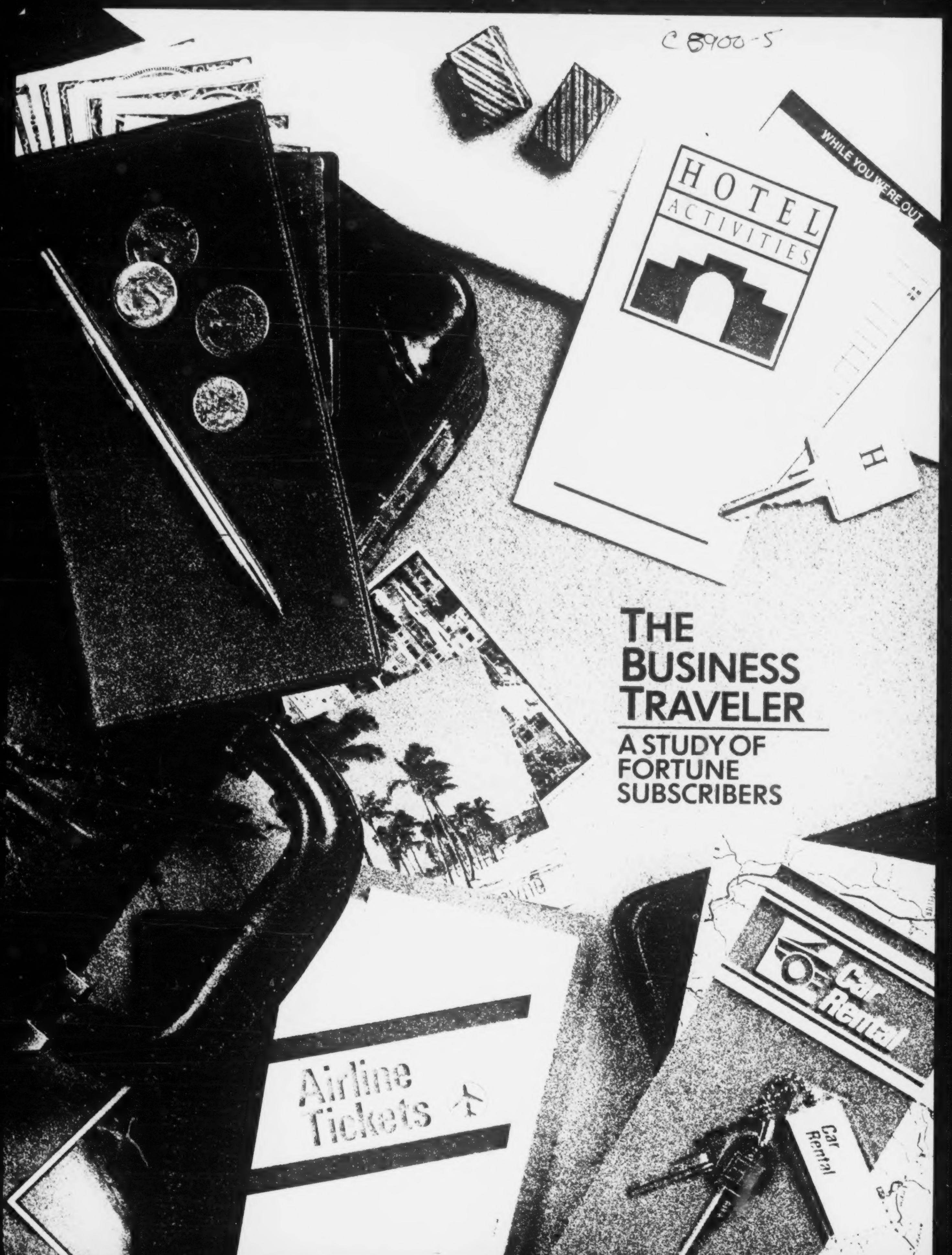
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Car Rental

THE BUSINESS TRAVELER

A STUDY OF FORTUNE SUBSCRIBERS

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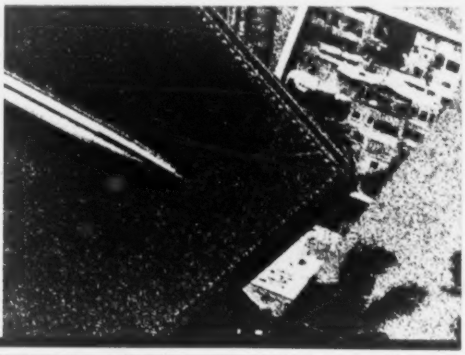
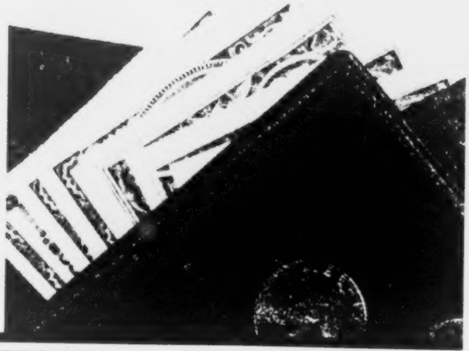


INTRODUCTION

The business travel market is a vital segment of today's economy. In the 1980s, this market has exploded despite recession threats, stock market plunges, the weakening dollar, and corporate restructuring. The 1987 Survey Of Business Travelers conducted by the U.S. Travel Data Center reports that 35 million Americans took a business trip 100 miles or more in 1987 and business travelers spent an estimated $75 billion on transportation, accommodations, meals and other goods and services (Travel Weekly's 1987 Corporate Travel Study). Even more encouraging is the U.S. Travel Data Center's finding that this market continues to be robust — business trips increased by 13% from 1986 to 1987.

In whose hands is all this spending power? According to the 1987 U.S. Travel Data Center's survey, the quintessential business traveler is likely to be 25 to 44 years old, college educated, higher incomed, and employed in the professional, managerial or technical professions. Since the majority of the subscribers to FORTUNE Magazine fit this profile, FORTUNE subscribers serve as an excellent surrogate for telling the business travel story.

The travel story which the reader will see unfold in this report will also underscore the critical importance of FORTUNE subscribers themselves to both the business and leisure travel industry.



AREAS OF INVESTIGATION

This report takes a look at several different aspects of the travel industry, both from the business side and, to a lesser extent, from the leisure side. The findings are analyzed among total subscribers, business traveling subscribers, and among the most frequent users of airlines, hotel/motel accommodations, and car rental companies.

The survey covered the following areas of FORTUNE subscribers' travel habits, patterns, preferences and behavior:

- **TRAVEL IN GENERAL** (how often they travel for business and pleasure)

- **USE OF AIRLINES** (how often they fly for business and pleasure; what kind of fare they usually fly on; what factors are important in choosing an airline for business travel; which airlines they have flown for business in the past 12 months; which airline they prefer most for business travel; participation in Frequent Flier Programs and airline clubs)

- **USE OF HOTELS/MOTELS** (how often they stay overnight for business and pleasure; what they spend per night on average; what factors are important in choosing a hotel/motel for business travel; which hotels/motels they have stayed in for business over the past 12 months; which hotel/motel they prefer most for business travel; participation in Frequent Hotel Guest Programs)

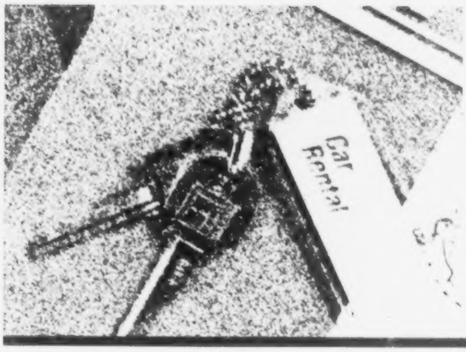
WHILE YOU WE
HOTEL
ACTIVITIES

AREAS OF INVESTIGATION

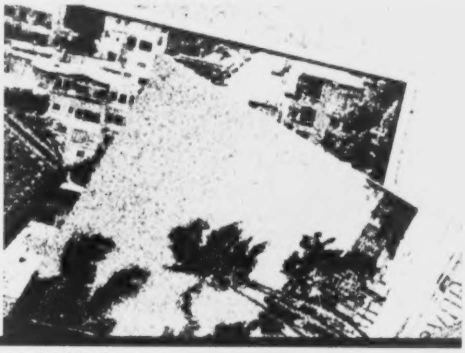
- **USE OF CAR RENTAL COMPANIES** (how often they rent a car for business and pleasure; what they spend on average per day; what factors are important in choosing a car rental company for business travel; which car rental companies they have used for business in the past 12 months; which car rental company they prefer most for business travel; if their company has any guidelines about which car rental companies to use; participation in Frequent Car Renter Programs)

- **THE DECISION-MAKING PROCESS** (who is primarily responsible for making the travel arrangements for business trips; what sources do they rely on for acquiring information about airlines, hotels motels and car rental companies)

- **OFF-PREMISE MEETINGS AND CONVENTIONS** (for what specific reasons do they travel away from the office on business; how involved are they in the selection of off-premise sites for meetings and conventions; where do they usually go for off-premise meetings and conventions)



- **EXTENDED BUSINESS TRIPS AND WEEKEND "GETAWAYS"** (have they ever extended a business trip a few days for pleasure or personal reasons; how often have they extended a business trip; how likely are they to do so in the next 12 months; are they taking more weekend getaways/mini-vacations now versus five years ago and do they expect to take more weekend getaways/mini-vacations in the next five years)
- **TRAVEL OUTSIDE THE CONTINENTAL UNITED STATES** (what countries have they visited and what countries do they expect to visit)
- **TRAVEL TO CITIES IN THE UNITED STATES** (what major cities have they traveled to in the past 12 months)
- **CREDIT CARD OWNERSHIP** (what credit cards do they currently own)



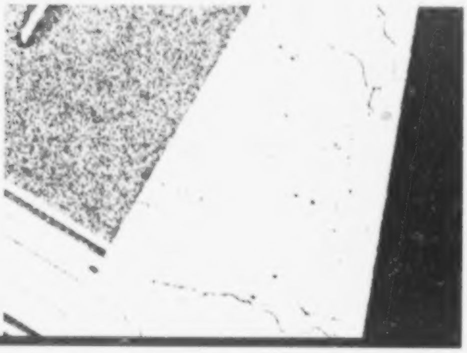
METHODOLOGY

A random sample of 1500 FORTUNE subscribers were surveyed nationwide. Respondents were mailed a 12-page questionnaire with a cover letter from the publisher of FORTUNE, a stamped return envelope, and, as incentives, two $1 bills and a FORTUNE luggage tag. FORTUNE was identified as the sponsor of this investigation in order to boost the response rate; however, there is no reason to expect that FORTUNE's sponsorship would influence the findings since questions regarding FORTUNE were not asked. (A copy of the mailing materials can be found in Appendix B.)

Of the 1500 surveys mailed out, 1483 (99%) were deliverable. And of the deliverables, 702 were returned and usable. This represents a return rate of 47% of the deliverables.

In analyzing the information, the data were statistically weighted by certain key variables to reflect their true incidence in the FORTUNE subscriber population. Using the 1987 FORTUNE Subscriber Profile, the variables on which the data were weighted included company size and job title. The data were also combined to reflect the new/renew mix among the subscribers. (See Appendix A for the weighting parameters.)

The questionnaires were mailed out on April 25, 1988 and the cut-off date was May 31, 1988, five weeks later. Pulse On America, an independent research company located in New York, handled all fieldwork and tabulations.



EXECUTIVE SUMMARY

■ FORTUNE subscribers are the travel market's dream. As evidenced in the table below, multitudes of FORTUNE subscribers are traveling extensively for business and for pleasure:

	In The Past 12 Months		
	Percent of Sample	Average Number*	FORTUNE Projection (in millions)
Travel In General			
Took overnight trip for business or pleasure	94%	14.6	8.9
for business	77%	12.3	6.2
for pleasure	89%	4.8	2.8
Roundtrip Airline Flights			
for business	72%	10.2	4.8
for pleasure	70%	3.2	1.5
Nights In Hotels/Motels			
for business	77%	26.3	13.2
for pleasure	82%	11.9	6.3
Times Rented A Car			
for business	60%	7.4	2.9
for pleasure	52%	2.6	0.9

* Among those who participated in that particular activity.

Airline Tickets

EXECUTIVE SUMMARY

- Using an estimated dollar expenditure for business travel from the U.S. Travel Data Center's 1987 business travel study and Travel Weekly's 1987 Corporate Travel Survey, FORTUNE business travelers conservatively spent close to $3 billion minimum on business travel in the past year, approximately $5800 per year per business traveler.

- Other FORTUNE projections from the findings reported in this survey indicate that FORTUNE subscribers spent approximately $1.2 billion on hotel/motel accommodations for business reasons in the past year and $118.6 million on car rentals for business reasons in the same time period.

- Who is primarily responsible for each of the various stages of the arrangements made for business travel — the FORTUNE subscribers themselves, a corporate or personal travel agent, other colleagues or friends, or a secretary/assistant?

Overall, the established pattern is quite clear: The business traveler (in this case, the FORTUNE subscriber) is the one who is primarily responsible for making recommendations, for making the final decision, and for deciding how the bill will be paid. The business traveler is as likely as their secretary/assistant to contact travel agents and, for the most part,

leaves the gathering of information, rates, etc. and the booking of reservations up to their secretary/assistant. Thus, the FORTUNE business traveler has an enormous amount of influence on the details of his or her business trip and maintains control over which airline to fly, where to stay overnight, and which car rental company to use.

■ When selecting an airline for business travel, business fliers claim that the most important factors are convenient schedules (92%) and flies to the places they generally go (90%).

When selecting a hotel/motel for business travel, business hotel/motel guests report that the most important factors are the convenience of the location (90%), friendly and efficient staff (87%), good reputation (85%), attractive rooms (85%), and reasonable rates (84%).

When selecting a car rental company for business use, business car renters indicate that the most important factors are the condition of the car (89%), proximity to the airport (85%), and fast pick-up/drop-off (85%).

■ The most often used domestic airlines for business purposes were Delta/Western (55%), United (52%), and Eastern (45%).

For internationally-based airlines, business fliers most often flew British Airways (8%) and Lufthansa (6%).

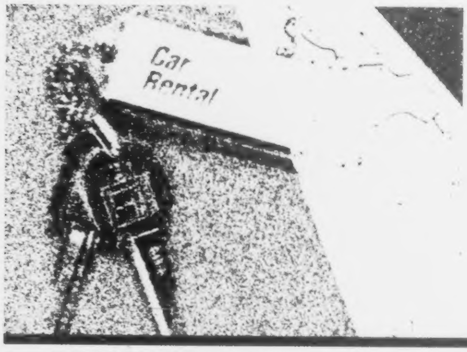
EXECUTIVE SUMMARY

Business travelers most often stayed in Holiday Inn (48%), Marriott (47%), and Hilton Hotels (46%), among the list of hotel/motel chains provided on the questionnaire.

When renting cars for business purposes, car renters most often chose Hertz (60%) and Avis (42%).

- More than one-third (36%) of FORTUNE business travelers are involved in their company's selection of a site for off-premise corporate and association meetings. Among frequent business travelers, a substantial five out of 10 (49%) report involvement in the site selection process.

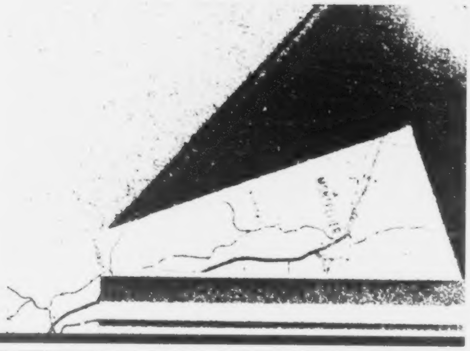
- The trend to extend business trips an extra day or two for pleasure is not by any means foreign to FORTUNE subscribers. A large seven out of 10 (70%) business travelers report having extended a business trip for rest and relaxation at least once in the past. This newly emerging market will continue to be strong since a hefty two-thirds (65%) of FORTUNE business travelers intend to extend a business trip for pleasure in the next 12 months.



- Mini-vacations and weekend "getaways" are also on the schedule for FORTUNE subscribers. A large six out of 10 subscribers (60%) report that they are taking more of these mini-vacations than they did five years ago and an equally large seven out of 10 subscribers (67%) intend to take more mini-vacations in the next five years.

- In the past two years, almost three-quarters of FORTUNE subscribers (72%) traveled outside the continental United States and an even larger proportion (82%) expect to do so in the next two years.

- Which cities in the United States have FORTUNE subscribers frequented most often? Leading the list are New York City (48%), Chicago (45%), Atlanta (42%), Los Angeles (41%), Dallas/Fort Worth (40%), and Washington, D.C. (39%). Other frequented cities are Boston (35%), San Francisco (35%), Denver (29%), San Diego (28%), Orlando (27%), Miami (27%), and Philadelphia (26%).



DETAILED FINDINGS

TRAVEL IN GENERAL

Business And Leisure Travel Combined

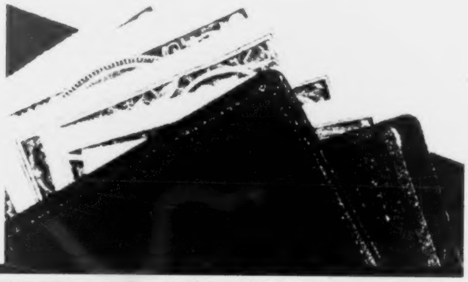
■ Almost all FORTUNE subscribers (94%) have taken an overnight trip in the past 12 months (a 12 month period ending May 1988) for either business purposes or for pleasure or personal reasons. On average, these FORTUNE travelers took 14.6 overnight trips in the past year.

PROJECTION: At this rate, FORTUNE subscribers as a group took 8.9 million overnight trips in the past year. (See Appendix A for an explanation of how the projections in this report are calculated.)

Business Travel

■ Of the FORTUNE subscribers surveyed, three out of four subscribers (77%) report having traveled overnight for business reasons in the past 12 month period. And these business travelers averaged 12.3 overnight business trips in the past year. These figures are especially striking when one takes into account the 4.5 average number of business trips per business traveler reported in the 1987 Survey of Business Travelers by the U.S. Travel Data Center: the average FORTUNE business traveler, by comparison, takes almost three times the number of trips as the average business traveler.

PROJECTION: In accordance with the above findings, a total of 6.2 million business trips were taken in the past year by all FORTUNE subscribers.

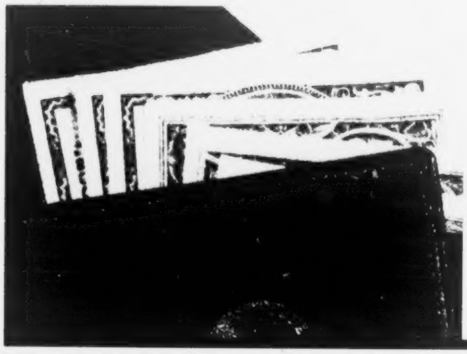


DETAILED FINDINGS

■ The U.S. Travel Data Center's 1987 study and Travel Weekly's 1987 Corporate Travel Survey indicate that the average business traveler spent about $475 on average per business trip on transportation, accommodations, meals, and other related services.

PROJECTION: A very conservative estimate of the business travel revenue generated by FORTUNE subscribers can be calculated using this figure. The FORTUNE dollar expenditure must be higher than the $475 reported since the U.S. Travel Data Center defines a business trip as one taken 100 miles or more each way, whereas the FORTUNE definition specifies that the business trip was taken overnight. An overnight business trip would necessarily be more costly since it requires staying away from home. Nevertheless, applying this conservative dollar average to FORTUNE's business travelers, it can be deduced that FORTUNE business travelers spent close to $3 billion minimum on business travel in the past year, approximately $5800 per year per business traveler. Moreover, this means that the 1.4 % of business travelers in the United States who are FORTUNE subscribers are responsible for at least 4 % of the dollars spent on business travel, or three times as much as their incidence.

■ Four in ten of the FORTUNE business travelers surveyed (40%) are frequent business travelers — those who took 10 or more overnight business trips in the past 12 months. This 40% figure is three times as large as the 12% figure of frequent business travelers being reported by the U.S. Travel Data Center survey among business travelers in general. And, these frequent FORTUNE business travelers are very much on the move — they took an average of 25.1 business trips over the past 12 month period.



Leisure Travel

■ FORTUNE subscribers are also very active in the leisure travel market. Nine out of 10 FORTUNE subscribers surveyed (89%) have taken an overnight trip in the past 12 months for pleasure or personal reasons. And those who have traveled for pleasure have done so an average of 4.8 times in the past year.

PROJECTION: FORTUNE subscribers have taken 2.8 million trips for pleasure or personal reasons in the past year.

THE USE OF AIRLINES

■ FORTUNE subscribers are traveling by commercial airline in vast numbers — in the past 12 months, 85% have taken a roundtrip airline flight for either business or pleasure. Notably, a substantial seven out of 10 FORTUNE subscribers surveyed (72%) have flown on an airline for business reasons in the past year.

■ Business fliers averaged an impressive 10.2 roundtrip airline trips for business reasons in the past 12 month period.

PROJECTION: This totals to 4.8 million roundtrip airline flights for business purposes among FORTUNE subscribers.

■ Close to three-fourths (73%) of the business fliers surveyed have taken three or more roundtrip flights in the past year for business reasons, including a hefty frequent business flier group — 37% — who took 10 or more roundtrip flights for business reasons and averaged 21.5 roundtrip flights in the past year.

DETAILED FINDINGS

- In addition, seven out of 10 FORTUNE subscribers (70%) have flown for pleasure/personal reasons in the past year. These leisure fliers averaged 3.2 roundtrip airline trips in the past 12 months to arrive at their leisure destinations.

PROJECTION: FORTUNE subscribers as a group took 1.5 million roundtrip airline flights for pleasure in one year's time.

- Reflecting the corporate cost-consciousness of recent years and the establishment of new travel policies and guidelines for employees, FORTUNE business fliers are considerably less likely to fly first-class (9%) than they are to fly full-fare economy (35%), business class (31%), and discount economy (27%).

- What is most important to a business flier when selecting an airline for business travel? Nine out of 10 subscribers who flew for business in the past 12 months claim that the most important factors ("very" or "fairly" important on a four-point rating scale) when selecting an airline are:

☐ convenient schedules (92% — this factor was also chosen as the most important)
☐ flies to the places I generally go (90%)

Also of high importance, to at least eight out of 10 business flying subscribers, are:

☐ good on-time performance (84%)
☐ good safety record (83%)
☐ comfortable seating (82%)
☐ fast check-in and boarding (82%)
☐ friendly, efficient personnel (81%)

Airline
Tickets

Of slightly less importance are pre-assigned seats (78%), efficient reservations (77%), efficient baggage handling (74%), good in-flight service (72%), low or discount fares (62%), and catering to business fliers (52%).

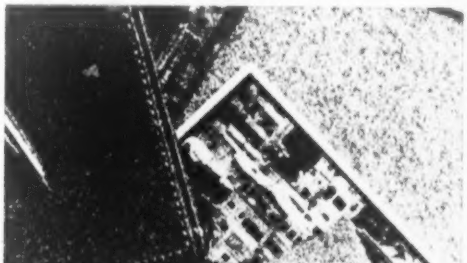
At the lower end of the importance scale comes Frequent Flier Programs (43%) and good food and beverage service (40%).

■ When it comes to picking an airline for business trips, frequent business fliers are somewhat less concerned than total business fliers about efficient baggage handling (66% vs. 74%, respectively), and are somewhat more concerned than total business fliers that an airline caters to business fliers (62% vs. 52%, respectively) and has a Frequent Flier Program (61% vs. 43%, respectively).

Frequent business fliers are probably more likely than most to carry their baggage on board when they travel and therefore need not often concern themselves with the efficiency of airline baggage systems. Moreover, as will be shown, frequent business fliers are very likely to belong to Frequent Flier Programs and thus consider this an important motivating factor in selecting an airline.

■ The survey asked business fliers to indicate which of 34 domestic and internationally-based airlines they had flown in the past 12 months.

Leading the list of most frequently used domestic airlines for business purposes are Delta/Western (55%), United (52%), and Eastern (45%). These leaders are followed by American/Air Cal (39%), Continental (36%), TWA (33%), US Air (28%), Piedmont (28%), and Northwest/Republic (28%). These are followed by Pan Am (14%) and the regional airlines such as Southwest (12%), PSA (10%), America West (9%), and Alaska Airlines (5%).



DETAILED FINDINGS

Among internationally-based airlines, business fliers flew most frequently on British Airways (8%) and Lufthansa (6%). They flew at similar frequencies on most of the other internationally-based airlines in the past year: Japan Airlines (4%), Quantas (3%), Swissair (3%), Alitalia (3%), KLM (3%), Singapore Airlines (3%), SAS (2%), Air France (2%), Cathay Pacific (2%), China Airlines (2%), Thai International Airways (1%), Varig (1%), Iberia (1%), Korea Airlines (1%), and El Al (1%).

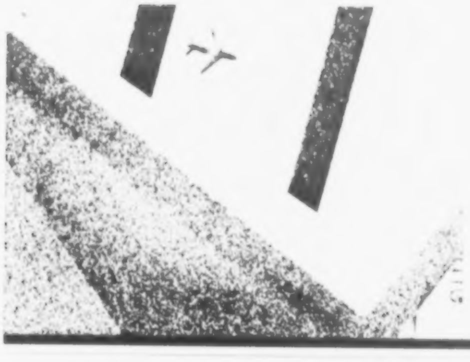
■ In terms of preference for business travel, business fliers most often chose three domestic airlines: American/Air Cal (22%), Delta/Western (18%), and United (15%).

British Airways (3%), Singapore Airlines (3%), and Lufthansa (3%) are chosen most often among the internationally-based airlines as the most preferred.

■ Business fliers are likely to participate in the ever-growing incentive plan developed several years ago by the airlines -- the Frequent Flier Program. About six out of 10 subscribers (62%) who flew for business purposes in the past year report participating in one or more Frequent Flier Programs. Interestingly, although a large number of business fliers are members of one program or another, this factor was not seen to be one of the prime deciding factors in choosing an airline for business travel.

Frequent business fliers are much more likely to belong to Frequent Flier Programs than total business fliers (87% vs. 62%, respectively).

■ On average, business fliers who belong to Frequent Flier Programs are members in 3.8 different programs.



The Frequent Flier Programs in which participating business fliers are most apt to belong are those offered by Delta/Western (56%), American/Air Cal (54%), and United (49%). Other frequented programs are those of Eastern (37%), TWA (32%), Continental (30%), Northwest/Republic (27%), US Air (23%), and Piedmont (22%).

When participants in Frequent Flier Programs were asked to name which one program they participated in most actively, American/Air Cal (32%) was out in front, followed by United (22%) and Delta/Western (14%).

- In contrast, fewer business fliers belong to airline clubs or lounges. Only one-quarter of business fliers (24%) report currently belonging to an airline club.

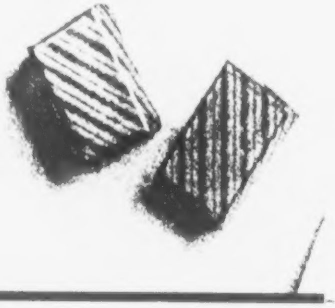
Frequent business fliers, not surprisingly, are twice as likely to belong to airline clubs or lounges than total business fliers (46% vs. 24%, respectively).

Airline club members are most often members of the clubs associated with United (32%), American/Air Cal (25%), and then Delta/Western (20%), Eastern (19%), and TWA (17%).

THE USE OF HOTELS/MOTELS

- Almost every subscriber surveyed (93%) has stayed overnight in a hotel or motel in the past 12 months for business or for pleasure.

- A substantial eight out of 10 subscribers (77%) have stayed in hotels/motels on business in the past year, ending May 1988.



DETAILED FINDINGS

Those subscribers who reported staying in a hotel/motel on business averaged 26.3 nights in the past year. Impressively, almost one-quarter (23%) of these business guests stayed in a hotel or motel 35 nights or more in the past year.

PROJECTION: FORTUNE subscribers were responsible for 13.2 million nights in hotels or motels for business reasons in the past year.

- The frequent hotel/motel business guest by industry standards is a person who has stayed in a hotel or motel for five or more nights in a 12 month period. Frequent hotel/motel business guests account for 82% of FORTUNE's business travelers. This important segment of the business travel market, which is clearly well-represented by FORTUNE subscribers, lodged in hotels or motels on business for 31.5 nights in the past year, on average.

- The average amount spent on an overnight stay in a hotel or motel over the past 12 month period among the business guests surveyed was $88.70 per night.

PROJECTION: These dollar figures translate into approximately $1.2 billion spent on hotels or motels for business reasons in the past year by FORTUNE subscribers.

- When it comes to lodging for more leisurely purposes, eight out of 10 subscribers (82%) have stayed overnight at a hotel or motel for pleasure, rest and relaxation. Subscribers who have stayed overnight in a hotel or motel in the past year for pleasure stayed an average of 11.9 nights in the past year. And, also impressively, three in 10 (30%) stayed in a hotel/motel 15 nights or more over the past year for rest and relaxation.

PROJECTION: Altogether, FORTUNE subscribers stayed 6.3 million nights in a hotel and/or motel for pleasure purposes in the past 12 months.

■ The average amount spent on an overnight stay in a hotel or motel in the past year among those who stayed for rest and relaxation was $84.60 per night on average.

PROJECTION: These dollar figures translate into $536.6 million spent on hotel or motel accommodations for leisure purposes in the past year by FORTUNE subscribers.

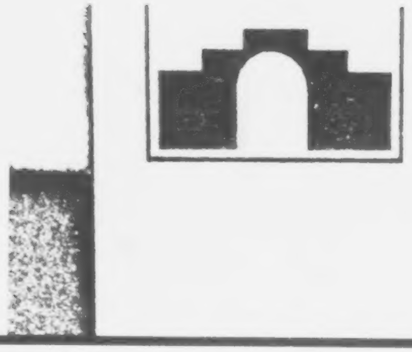
■ Those who had stayed in a hotel or motel in the past year for business were asked: What is important in selecting a hotel or motel for business travel?

The most important reasons ("very" or "fairly" important on a four-point rating scale) are:

- ☐ convenience of location
  (90% — this factor was also chosen as the most important)
- ☐ friendly and efficient staff (87%)
- ☐ good reputation (85%)
- ☐ attractive rooms (85%)
- ☐ reasonable rates (84%)

Other important reasons are:

- ☐ fast check-in and check-out (82%)
- ☐ previous experience (79%)
- ☐ efficient reservations (77%)



DETAILED FINDINGS

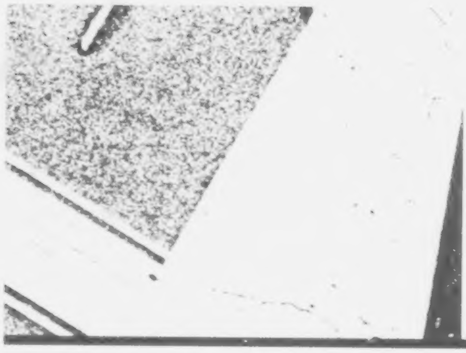
Average importance is given to corporate discount availability (60%), good restaurants (59%), in-room amenities (58%), catering to business people (46%), and having good business facilities (41%). Overall, it appears that dining, in-room, and business facilities are not as important as convenience and efficiency to these business travelers.

Of even less importance in selecting a hotel or motel for business travel are: room service availability (36%), receiving a two-room suite for the price of one room (33%), conference room availability (29%), a Frequent Hotel Guest Program (28%), and recreational facilities (27%).

The least importance is placed on the recommendations of a travel agent (17%) and the availability of golf or tennis (12%). As demonstrated later, the business travelers themselves are very involved in making the necessary decisions regarding where to stay when traveling on business, and travel agents are secondary.

■ Hotel/motel business guests were asked to indicate which hotel or motel chains they had stayed in over the past 12 months for business reasons and which hotel or motel chains they preferred the most.

Leading the list of hotels or motels most frequently stayed in for business reasons among the subscribers surveyed were Holiday Inn (48%), Marriott (47%), and Hilton Hotels (46%), followed by Sheraton (36%) and Hyatt (35%). Also fairly widely used were Best Western (27%), Ramada Inns (23%), Embassy Suites Hotels (21%), and Westin (20%). These were followed by Four Seasons Hotels (15%), Radisson (14%), Days Inn (12%), Quality/Comfort/Clarion Inns (12%), and Inter-Continental (10%). The other hotels/motels asked about were used by less than 10% of the business travelers surveyed.



- The Marriott (20%) was chosen most often as the most preferred hotel/motel chain for business travel among business guests, followed by Holiday Inn (13%) and Hyatt (12%).

- One-quarter (24%) of subscribers who stayed overnight for business in hotels/motels in the past year indicated that they belong to a Frequent Hotel Guest Program.

Among Frequent Hotel Guest Program members, over one-half (53%) belong to the Marriott's program. Those available through Hilton (19%), Hyatt (19%), Holiday Inn (15%), and Ramada Inn (12%) were also likely to be joined. About 5% of participatory subscribers belong to the guest programs offered by Sheraton and Radisson. On average, members belong to 1.4 different programs.

THE USE OF CAR RENTAL COMPANIES

- A sizeable seven out of 10 subscribers surveyed (70%) have rented a car in the past 12 months for business or pleasure.

- More specifically, six out of 10 subscribers (60%) report having rented a car for business reasons. On average, subscribers who have rented a car for business have done so 7.4 times in the past year.

PROJECTION: FORTUNE subscribers have rented a car nearly 2.9 million times for business reasons over the past 12 months.

- A large 36% of business car renters have rented a car seven or more times in the past year. This sizeable segment is considered the frequent

car renter segment by industry standards and, among FORTUNE subscribers, is responsible for renting cars an average of 15.5 times per person in the past year for business needs.

- Subscribers who rented a car for business reasons in the past year report having spent $41.10 per day, on average.

PROJECTION: In all, this amounts to $118.6 million spent by FORTUNE subscribers on car rentals for business concerns in the past 12 month period.

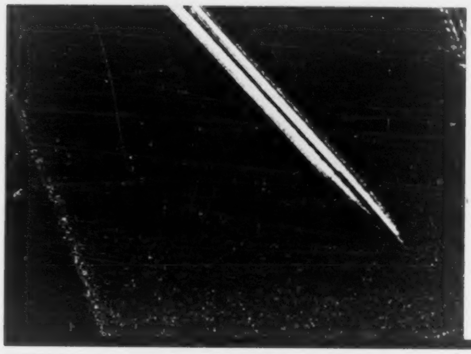
- Turning to the leisure side, five out of 10 subscribers (52%) report renting a car for pleasure/personal reasons in the past year. To enjoy themselves, they rented a car 2.6 times, on average, in the past 12 months.

PROJECTION: FORTUNE subscribers rented cars for vacation or other pleasure/personal-related purposes approximately 878,000 times in the past year.

- When it comes to renting a car for pleasure/personal reasons, leisure car renters report having spent $38.80 per day, on average, in the past year.

PROJECTION: FORTUNE subscribers spent $34.1 million on rental cars for vacation or other pleasure/personal-related reasons in the past year.

- Business rental car subscribers were asked if their companies had any specific guidelines concerning the use of car rental companies. Close to one-half (45%) of business car renters indicated that there is some kind of company policy — which car rental companies are preferred (36%).



which types of cars to rent (23%), and what dollar amount is allowable per day (12%).

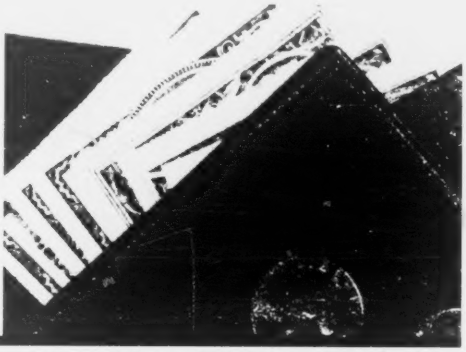
Frequent business car renters are somewhat more likely to indicate that their company has a policy (56%) regarding the use of car rental companies.

■ Subscribers who had rented a car for business in the past year were asked to evaluate the importance of 16 factors when it comes to renting cars for business travel. Almost nine out of 10 business car renters (89%) indicated that the condition of the car was "very" or "fairly" important when they traveled for business. This one item was also chosen as the single most important factor when selecting a car rental company for business travel.

Almost as important to business car renters are: proximity to the airport (85%), fast pick-up/drop-off (85%), convenient location (83%), efficient counter people (82%), and efficient reservations (80%). Thus, after the condition of the cars to be used on business calls, subscribers consider fast, efficient, no-hassle service and delivery as prime motivations. Although still important, corporate discounts (71%) and low prices (66%) are lower in the list of the leading considerations in selecting car rentals since the costs incurred are usually considered part of doing business. The heads of corporate travel departments would obviously have a different set of priorities.

Of importance to two-thirds of business car renters is the wide selection and availability of cars (64%).

Lesser importance is attached to catering to business people (48%) and being able to rent luxury cars for low rates (40%).



DETAILED FINDINGS

Being able to obtain Frequent Flier Program mileage when renting a car (33%) and the availability of Frequent Car Renter Programs (22%) are also lower on the list of importance. Lowest on the list of importance when selecting a car rental company is that the car rental company is owned by its employees (9%).

- Hertz (60%) was the most frequently used car rental company among subscribers who rented a car for business reasons in the past 12 months. Hertz was followed by Avis (42%) in second place, with Budget and National vying for third place (35% and 33%, respectively). These were followed by: Alamo (12%), Dollar (8%), Thrifty (4%), General (2%), and Econo-Car (1%).

- Which car rental company is considered the best for business travel by business car renters? Almost twice as many choose Hertz (38%) as choose Avis (21%). These are followed by Budget (14%) and National (12%), and then Alamo (3%), Dollar (2%), Thrifty (1%), and General (1%).

- Two out of 10 subscribers (20%) who rented a car in the past year indicate that they belong to a Frequent Car Renter Program. On average, these participating members belong to 1.2 programs. Not unexpectedly, frequent business car renters are more likely to belong to a Frequent Car Renter Program (32% vs. 20%, respectively).

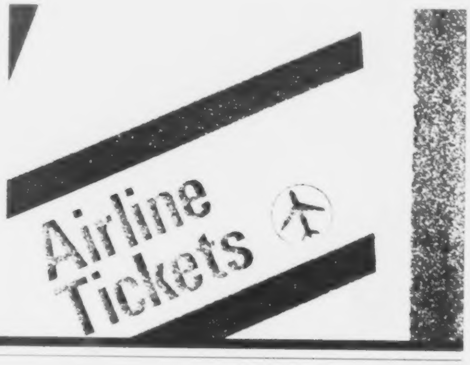
The popularity of the specific Frequent Car Renter programs among this segment runs parallel to the usage patterns just noted above — Hertz (44%) has the most members among those who belong, followed by Avis (32%), and then National (20%). Budget's Frequent Car Renter Program (4%) does not fare as well as might be expected considering its middle level usage.

THE DECISION-MAKING PROCESS

■ Subscribers were asked who was primarily responsible for each of the various stages of the arrangements made for business travel — themselves personally, a corporate or personal travel agent, other colleagues or friends, or a secretary/assistant.

Overall, the established pattern is quite clear: The business traveler is the one who is primarily responsible for making recommendations, for making the final decision and for deciding how the bill will be paid. The business traveler is as likely as their secretary/assistant to contact travel agents and, for the most part, leaves the gathering of information, rates, etc. and the booking of reservations up to a secretary/assistant. Thus, the business traveler has an enormous amount of influence on the details of his or her business trip and maintains control over which airline to fly, where to stay, and which car rental company to use.

■ More specifically, when it comes to traveling by airplane for business reasons, business fliers report that they themselves were mainly responsible for the key arrangements — for recommending the airline of their choice (59%), for making the final decision on which airline to fly (77%), and for deciding how the airfare should be paid (46%). When it comes to contacting the travel agent, it is equally likely that the respondent (38%) and his or her secretary/assistant (39%) make the call. On the other hand, the secretary/assistant is more apt to be responsible for gathering information on rates, schedules, availability, etc. (34% vs. 25%, respectively) and for booking the reservations (35% vs. 25%, respectively). However, the business traveler continues to have a say even in these tasks, along with the corporate travel department and personal travel agent.



DETAILED FINDINGS

■ A similar decision-making pattern to the one just described emerges for hotel/motel arrangements for business travel. Those subscribers who have stayed overnight in a hotel/motel for business reasons in the past year report that they themselves are the ones who are mainly responsible for recommending the hotel or motel they prefer (66%), for making the final decision on which hotel/motel to reserve (79%), and for making arrangements regarding how the bill is to be paid (64%). Again, the respondent and secretary/assistant are equally likely to contact the travel agent (both 39%) and the secretary/assistant plays the more important role in gathering the needed information on rates, availability, etc. (37% vs. 31%, respectively), and in booking the reservations (38% vs. 31%, respectively). To a smaller extent, the corporate travel department or personal travel agent play a role in these functions as well.

As an interesting aside, business guests were asked who usually decides which hotel or motel to stay in if they are in a new and unfamiliar location. By far, the leading response was that they themselves (64%) make the choice where to stay. A distant second and third on the list were recommendations from the corporate travel department (16%) and from a personal travel agent (12%).

■ The same pattern seen above for decision-making for airplane travel and for lodgings exists when renting cars for business reasons. Those subscribers who rented a car for business reasons in the past year report that they themselves are the ones who are mainly responsible for recommending the company they prefer (58%), for making the final decision on which car rental company to use (70%), and for making arrangements regarding how the bill is to be paid (56%). Again, the respondent and secretary/assistant are equally likely to contact the travel agent (36% and 37%, respectively). The secretary/assistant is more active in gathering

WHILE YOU WERE
HOTEL
ACTIVITIES

the needed information (34% vs. 26%, respectively) and in booking the reservations (34% vs. 28%, respectively). Although at lower levels, the corporate travel department or personal travel agent also have some input into car rental arrangements.

■ If business travelers play such a central role in making travel arrangements, what sources do they rely on most often to find out about airlines, hotels/motels, and car rental companies?

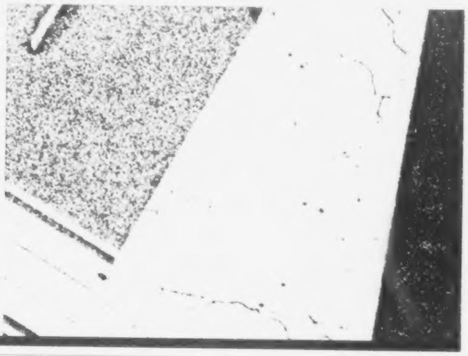
For the most part, the subscribers surveyed rely most heavily on their own previous experience with a particular airline, hotel or motel, and car rental company to determine if they will try it again. Hence, the first experience with a travel supplier is critical.

For airlines, subscribers who flew on business last year state that after prior experience (59%), they are most likely to consult personal travel agents (32%), corporate travel departments or company-designated travel agents (30%), and the Official Airline Guide (22%).

For hotels/motels, after prior experience (65%) comes recommendations from friends and colleagues (44%), word-of-mouth (30%), and the corporate travel department or company-designated travel agent (27%), among recent business guests.

For car rental companies, after prior experience (57%) for recent business car renters comes the corporate travel department or company-designated travel agent (33%).

■ Not surprisingly (given people's general unwillingness to admit to the impact of advertising, or inability to consciously recognize its effects), advertising appears lower down on the list relative to previous experience



and travel departments/agencies. However, print advertising in newspapers and magazines is tied with television advertising and ahead of radio advertising for finding out about airlines (11% vs. 10% vs. 4%, respectively). And print advertising in newspapers and magazines leads both television and radio advertising for finding out about hotels/motels (14% vs. 10% vs. 3%, respectively), and for finding out about car rental companies (13% vs. 8% vs. 3%, respectively).

OFF-PREMISE MEETINGS AND CONVENTIONS

- The business travelers surveyed took a multitude of trips away from the office for a wide variety of purposes:

  ☐ 69% attended one or more conferences, conventions, association and trade shows in the past year (on average 2.8 times last year)

  ☐ 56% attended one or more business, corporate or sales meetings in the past year (on average 7.2 times last year)

  ☐ 49% visited clients in the past year (on average 8.9 times last year)

  ☐ 39% attended training meetings and seminars (on average 2.5 times last year)

  ☐ 15% were briefed on new products (on average 2.0 times last year)

Although meetings account for a large share of the business travel market, it should be noted that calls to clients occur on a more frequent basis.

■ According to the 1985 Meetings Market Study conducted by Meetings and Conventions Magazine, the off-premise meetings market creates annual revenues of $34.6 billion. Keeping in mind that the decision to bring an off-premise meeting to a particular site promises tremendous revenues, subscribers were asked about their involvement in the site selection for their company's off-premise gatherings. More than one-third (36%) of business traveling subscribers indicate that they are "very" or "fairly" involved in the selection of off-premise sites for corporate and association meetings. Frequent business travelers are even more involved in the selection of sites for these meetings — close to one-half (49%) report such involvement.

■ A large 83% of business travelers surveyed indicated that they have attended one or more off-premise meetings in the past year. The most frequented types of facilities for off-premise corporate and association meetings among the business travelers surveyed in the past year have been resort hotels (46%), midtown hotels (41%), suburban hotels (32%), airport hotels (25%), and privately-owned conference centers (17%).

EXTENDED BUSINESS TRIPS FOR PLEASURE AND WEEKEND "GETAWAYS"

■ There has been a recent upsurge in mini-trips in the past few years (1986 National Travel Survey). These trips can be defined either as business trips that get extended a day or two for pleasure or personal reasons or trips that last over a three-to-four-day weekend and are commonly dubbed "getaways." This upsurge has undoubtedly been affected by dual-income couples with less available time who cannot easily plan long vacations, and by business travelers who want to take advantage of attractive destinations they are already visiting on business.

DETAILED FINDINGS

- A large seven out of 10 business travelers (70%) report that they have ever extended a business trip an extra day or two for pleasure or personal reasons.

Those business travelers who have turned their business trip into something more pleasurable have done so, on average, 2.7 times in the past 12 months. Frequent business travelers (79%) are even more likely to have combined business with pleasure in the past and have done so 3.5 times, on averge, in the past year.

- This emerging new trend in the business travel market appears to be continuing. A large two-thirds (65%) of recent business travelers state that they are "very" or "fairly" likely to extend an upcoming business trip in the next 12 months for reasons other than business. In fact, 45% report that they are "very" likely to do so.

Looking at frequent business travelers, the numbers are even more remarkable. Three-quarters (75%) of frequent business travelers expect to extend a business trip into a few vacation days this coming year, with 57% reporting that they are "very" likely to do so.

- Looking at another kind of extended trip — mini-vacations or weekend getaways — a large six out of 10 subscribers surveyed (60%) report that they are taking more mini-vacations now than they did five years ago. Only a minority — 15% — report taking fewer mini-vacations than they did five years ago and 19% report taking about the same amount of mini-vacations compared to five years ago.

Airline
Tickets

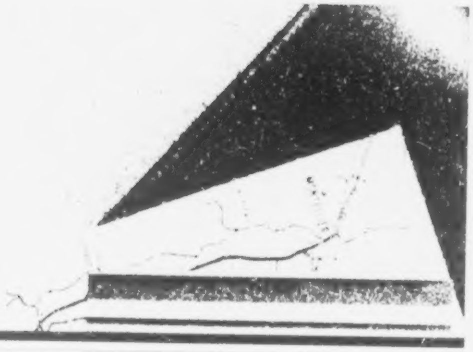
- Looking ahead, a large 67% of subscribers expect to take more mini-vacations or weekend getaways in the next five years compared to now. Another 22% expect to take the same amount in the next five years as they are taking now and only 5% expect to take fewer in the next five years.

TRAVEL OUTSIDE THE CONTINENTAL UNITED STATES

- In the past two years, almost three-quarters of FORTUNE subscribers (72%) have traveled outside the continental United States for business or pleasure personal reasons. Their travels have taken them to all parts of the continent, most notably to more neighboring places such as Canada (36%), the Caribbean (24%), Mexico (23%), and Hawaii (20%), but also to places somewhat further away such as Western Europe (27%) and the Orient (11%).

- An even larger proportion of subscribers (81%) expect to travel outside the continental United States in the next two years. Of the places asked about, travel is most often expected to Western Europe (44%), Canada (32%), Hawaii (29%), Mexico (23%), the Orient (18%), and Australia/New Zealand (17%).

- Close to six out of 10 subscribers (55%) currently hold a valid passport.



DETAILED FINDINGS

TRAVEL TO CITIES IN THE UNITED STATES

- Which cities in the United States have subscribers frequently traveled to in the past two years? Leading the list of cities visited for either business or pleasure are New York City (48%), Chicago (45%), Atlanta (42%), Los Angeles (41%), Dallas/Ft. Worth (40%), and Washington, D.C. (39%). These are followed by Boston (35%), San Francisco (35%), Denver (29%), San Diego (28%), Orlando (27%), Miami (27%), and Philadelphia (26%).

CREDIT CARD OWNERSHIP

- In terms of credit or charge card ownership, nine out of 10 subscribers (92%) own one or more credit or charge cards. The most widely held cards are Visa (73%), MasterCard (64%), American Express (55%), and department store charge cards (58%). One-half of subscribers (50%) own gasoline credit cards.

TABLES

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Rental

TRAVEL IN GENERAL

WHILE YOU WERE OUT
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Car Rental
Airline Tickets
Car Rental

OVERNIGHT TRIPS TAKEN IN THE PAST 12 MONTHS

	Total (702)
Have taken overnight trips in the past 12 months	94%
For business reasons	77
For pleasure/personal reasons	89
Have not taken overnight trips in the past 12 months	6
Average number of overnight trips taken in the past 12 months (among those who took an overnight trip in the past 12 months)	14.6

NUMBER OF OVERNIGHT TRIPS TAKEN FOR BUSINESS REASONS IN THE PAST 12 MONTHS

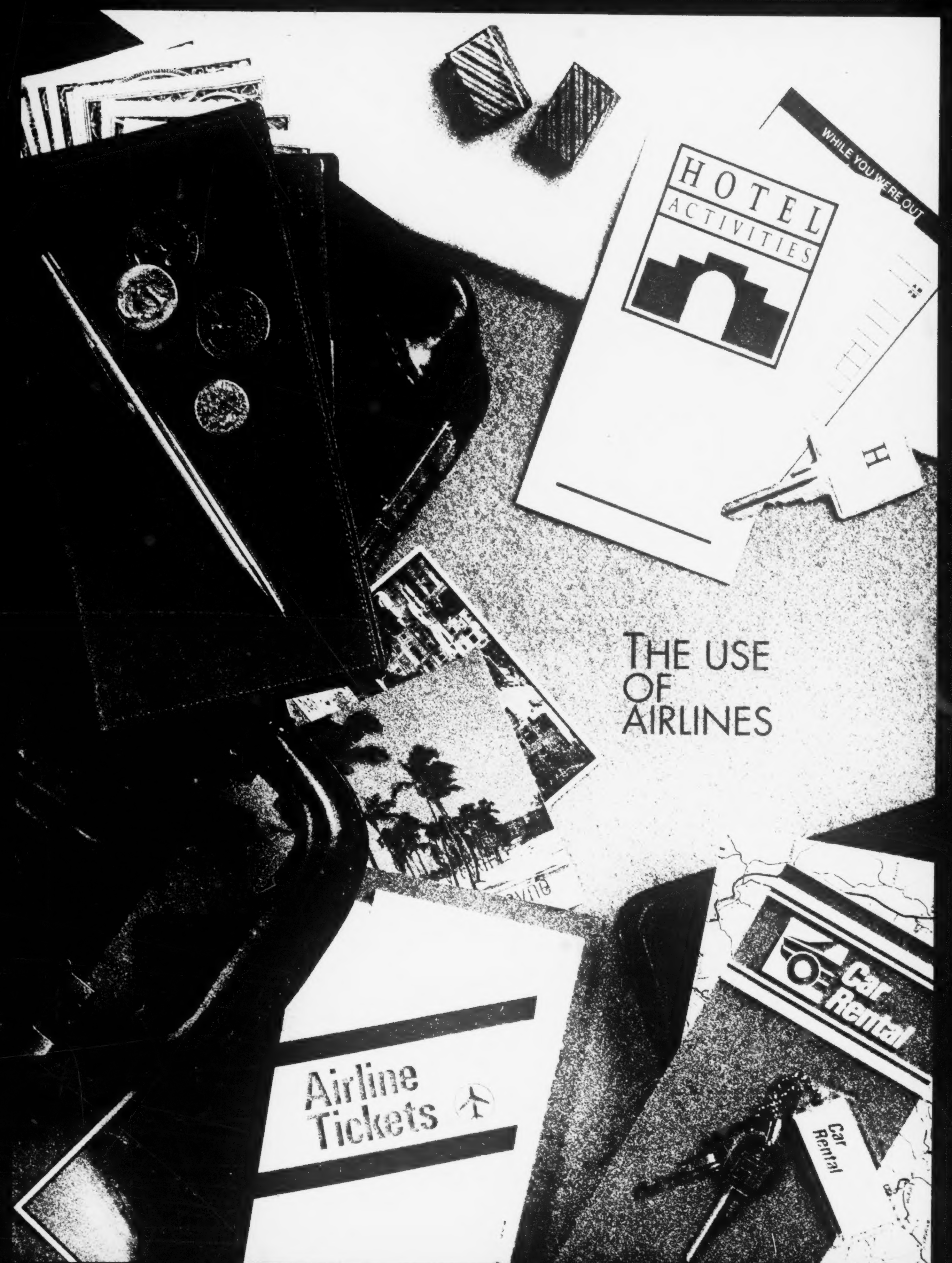
	Took Overnight Business Trip In Past 12 Months (538)
10 or more	40%
13 or more	29
10-12	11
3-9	40
7-9	7
5-6	16
3-4	17
1-2	20
2	13
1	7
Average number of overnight trips taken for business reasons in the past 12 months	12.3

AVERAGE NUMBER OF OVERNIGHT TRIPS TAKEN FOR BUSINESS REASONS IN THE PAST 12 MONTHS

		Took Overnight Business Trip In Past 12 Months		
	Total (538)	Frequent (10+ Trips) (213)	Moderate (3-9 Trips) (216)	Light (1-2 Trips) (109)
Average number of overnight business trips in the past 12 months	12.3	25.1	5.1	1.6

NUMBER OF OVERNIGHT TRIPS TAKEN FOR PLEASURE/PERSONAL REASONS IN THE PAST 12 MONTHS

	Took Overnight Pleasure/Personal Trip In Past 12 Months (622)
10 or more	11%
13 or more	4
10-12	7
3-9	55
7-9	8
5-6	18
3-4	29
1-2	34
2	20
1	14
Average number of overnight trips taken for pleasure/personal reasons in the past 12 months	4.8



WHILE YOU WERE OUT
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THE USE OF AIRLINES

ROUNDTRIP COMMERCIAL AIRLINE TRIPS TAKEN IN THE PAST 12 MONTHS

	Total (702)
Have taken roundtrip airline trip in the past 12 months	85%
For business reasons	72
For pleasure/personal reasons	70
Have not taken roundtrip airline trip in the past 12 months	15
Average number of roundtrip airline trips in the past 12 months (among those who took a roundtrip airline trip in the past 12 months)	11.3

ROUNDTRIP COMMERCIAL AIRLINE TRIPS TAKEN FOR BUSINESS REASONS IN THE PAST 12 MONTHS

	Took Airline Trip For Business Reasons In Past 12 Months (506)
10 or more	37%
13 or more	23
10-12	14
3-9	36
7-9	8
5-6	12
3-4	16
1-2	27
2	14
1	13
Average number of roundtrip airline trips taken for business reasons in the past 12 months	10.2

AVERAGE NUMBER OF ROUNDTRIP COMMERCIAL AIRLINE TRIPS TAKEN FOR BUSINESS REASONS IN THE PAST 12 MONTHS

		Took Airline Trip For Business Reasons In Past 12 Months		
	Total (506)	Frequent (10+ Trips) (187)	Moderate (3-9 Trips) (180)	Light (1-2 Trips) (139)
Average number of roundtrip airline trips taken for business reasons in the past 12 months	10.2	21.5	5.1	1.5

ROUNDTRIP COMMERCIAL AIRLINE TRIPS TAKEN FOR PLEASURE/PERSONAL REASONS IN THE PAST 12 MONTHS

	Took Airline Trip For Pleasure/Personal Reasons In Past 12 Months (493)
10 or more	3%
13 or more	2
10-12	1
3-9	39
7-9	4
5-6	11
3-4	24
1-2	58
2	30
1	28
Average number of roundtrip airline trips taken for pleasure/personal reasons in the past 12 months	3.2

AIRLINE CLASS FLY MOST OFTEN FOR BUSINESS REASONS

	Took Airline Trip For Business Reasons In Past 12 Months
	(506)
Full-fare economy	35%
Business class	31
Discount economy	27
First class	9

Note: Percentages add to more than 100% due to multiple mentions.

IMPORTANCE OF VARIOUS FACTORS IN SELECTING AN AIRLINE FOR BUSINESS TRAVEL*

		Took Airline Trip For Business Reasons In Past 12 Months		
	Total (506)	Frequent (10+ Trips) (187)	Moderate (3-9 Trips) (180)	Light (1-2 Trips) (139)
Has convenient schedules	92%	95%	93%	88%
Flies to places I generally go	90	89	92	89
Good on-time performance	84	82	87	83
Good safety record	83	80	85	85
Comfortable seating	82	83	81	81
Fast check-in and boarding	82	84	79	82
Friendly/efficient personnel	81	77	82	84
Pre-assigned seats	78	83	77	71
Efficient reservations	77	73	79	82
Efficient baggage handling	74	66	77	81
Good in-flight service	72	72	69	74
Low or discount fares	62	56	60	73
Caters to business fliers	52	62	50	42
Frequent Flier Program	43	61	42	19
Good food and beverage service	40	41	39	40

* Percentage "very" or "fairly" important on a 4 point scale.

MOST IMPORTANT FACTOR IN SELECTING AN AIRLINE FOR BUSINESS TRAVEL

	Took Airline Trip For Business Reasons In Past 12 Months (506)
Has convenient schedules	27%
Good on-time performance	17
Flies to places I generally go	16
Good safety record	13
Low or discount fares	5
Good in-flight service	4
Frequent Flier Program	4
Friendly/efficient personnel	4
Pre-assigned seats	2
Comfortable seating	2
Efficient baggage handling	2
Fast check-in and boarding	1
Efficient reservations	1
Good food and beverage service	1
Caters to business fliers	*

* Less than 0.5 percent.

AIRLINES FLOWN FOR BUSINESS REASONS IN THE PAST 12 MONTHS

		Took Airline Trip For Business Reasons In Past 12 Months		
	Total (506)	Frequent (10+ Trips) (187)	Moderate (3-9 Trips) (180)	Light (1-2 Trips) (139)
Delta/Western	55%	73%	54%	31%
United	52	67	55	28
Eastern	45	64	45	20
American/Air Cal	39	58	38	15
Continental	36	50	37	17
TWA	33	51	29	12
US Air	28	45	24	12
Piedmont	28	39	27	15
Northwest/Republic	28	46	22	9
Pan Am	14	22	13	5
Southwest	12	20	9	5
PSA	10	17	7	3
America West	9	13	10	3
British Airways	8	17	6	1
Lufthansa	6	9	5	4
Alaska Airlines	5	7	6	1
Japan Airlines	4	10	2	--
Quantas	3	5	4	--
Swissair	3	6	3	2
Alitalia	3	5	3	1
KLM	3	4	4	*
Singapore Airlines	3	7	1	--
Scandinavian Airlines (SAS)	2	4	3	--
Air France	2	4	--	2
Cathay Pacific	2	4	1	--
China Airlines	2	4	--	1
Thai International Airways	1	4	--	--
Varig	1	2	1	--
Iberia	1	1	2	--
Korea Airlines	1	2	--	1
El Al	1	--	2	--
Sabena	*	*	1	--
Philippine Airlines	--	--	--	--
Saudi Arabian Airlines	--	--	--	--
Other	10	12	9	9

* Less than 0.5 percent

BEST AIRLINE FOR BUSINESS TRAVEL

	Took Airline Trip For Business Reasons In Past 12 Months (506)
American/Air Cal	22%
Delta/Western	18
United	15
TWA	7
Piedmont	5
British Airways	3
US Air	3
Eastern	3
Singapore Airlines	3
Lufthansa	3
Southwest	3
Continental	2
Northwest/Republic	2
Swissair	2
Pan Am	2
Japan Airlines	2
Alaska Airlines	2
Cathay Pacific	1
Quantas	1
KLM	1
America West	1
Scandinavian Airlines (SAS)	1
Varig	1
PSA	1
Alitalia	1
Air France	*
Thai International Airways	*
China Airlines	*
Iberia	*
Korea Airlines	*
Philippine Airlines	*
Sabena	*
Saudi Arabian Airlines	*
El Al	--
Other	1

* Less than 0.5 percent.

PARTICIPATION IN FREQUENT FLIER PROGRAM

	Total (506)	Took Airline Trip For Business Reasons In Past 12 Months Frequent (10+ Trips) (187)	Moderate (3-9 Trips) (180)	Light (1-2 Trips) (139)
Currently participate in Frequent Flier Program	62%	87%	62%	28%
Do not currently participate in Frequent Flier Program	38	13	38	72

FREQUENT FLIER PROGRAMS PARTICIPATE IN

		Participate In Frequent Flier Program**		
	Total (312)	Frequent (10+ Trips) (163)	Moderate (3-9 Trips) (111)	Light (1-2 Trips) (38)
Delta/Western	56%	16%	3%	7%
American/Air Cal	54	39	29	10
United	49	21	20	29
Eastern	37	10	6	10
TWA	32	12	4	1
Continental	30	7	6	2
Northwest/Republic	27	10	10	4
US Air	23	5	4	18
Piedmont	22	9	5	12
Pan Am	13	4	1	2
PSA	6	--	1	6
America West	4	1	--	--
Alaska Airlines	4	*	3	--
Southwest	4	2	1	--
British Airways	3	--	1	--
Japan Airlines	2	*	--	--
Korea Airlines	2	2	--	--
Lufthansa	1	--	--	--
Quantas	1	--	2	--
Thai International Airways	1	--	--	--
KLM	1	--	--	--
Scandinavian Airlines (SAS)	1	1	--	--
Philippine Airlines	1	--	--	--
China Airlines	1	--	--	1
Iberia	1	--	--	--
Singapore Airlines	1	--	--	--
Swissair	1	--	--	--
Air France	*	*	--	--
Alitalia	--	--	--	--
Cathay Pacific	--	--	--	--
El Al	--	--	--	--
Sabena	--	--	--	--
Saudi Arabian Airlines	--	--	--	--
Varig	--	--	--	--
Other	4	5	4	2
Average number participate in	3.8	4.2	3.8	2.3

* Less than 0.5 percent.

** Took airline trip for business reasons in past 12 months.

FREQUENT FLIER PROGRAM PARTICIPATE IN MOST ACTIVELY

	Participate In Frequent Flier Program** (312)
American/Air Cal	32%
United	22
Delta/Western	14
Northwest/Republic	9
Eastern	9
Piedmont	8
TWA	8
US Air	6
Continental	6
Pan Am	3
PSA	1
Quantas	1
British Airways	1
America West	*
Scandinavian Airlines (SAS)	*
Japan Airlines	*
Air France	*
China Airlines	*
Alitalia	--
Cathay Pacific	--
El Al	--
Iberia	--
KLM	--
Lufthansa	--
Philippine Airlines	--
Sabena	--
Saudi Arabian Airlines	--
Singapore Airlines	--
Swissair	--
Thai International Airways	--
Varig	--
Other	2

* Less than 0.5 percent.

** Took airline trip for business reasons in past 12 months.

MEMBERSHIP IN AIRLINE CLUBS OR LOUNGES

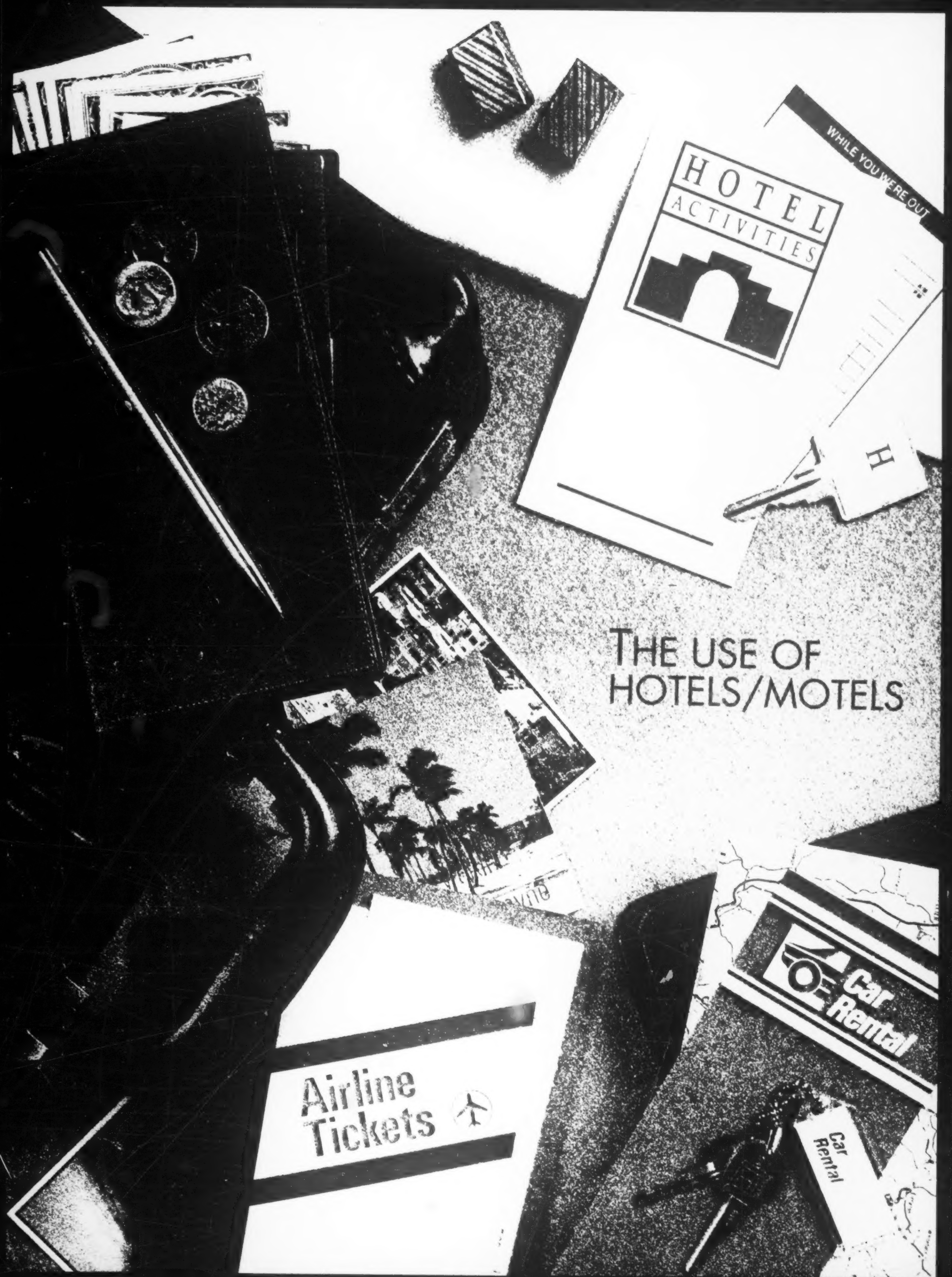
		Took Airline Trip For Business Reasons In Past 12 Months		
	Total (506)	Frequent (10+ Trips) (187)	Moderate (3-9 Trips) (180)	Light (1-2 Trips) (139)
Currently belong to airline club or lounge	24%	46%	13%	8%
Do not currently belong to airline club or lounge	76	54	87	92

AIRLINE CLUBS OR LOUNGES BELONG TO

	Belong To Airline Club Or Lounge**
	(121)
United	32%
American/Air Cal	25
Delta/Western	20
Eastern	19
TWA	17
Continental	14
Pan Am	9
Northwest/Republic	9
US Air	6
Air France	4
Piedmont	2
Alaska Airlines	1
Scandinavian Airlines (SAS)	1
Swissair	1
Iberia	1
Philippine Airlines	1
America West	1
British Airways	1
China Airlines	1
Japan Airlines	1
KLM	1
Korea Airlines	1
Lufthansa	1
Alitalia	--
Cathay Pacific	--
El Al	--
PSA	--
Quantas	--
Sabena	--
Saudi Arabian Airlines	--
Singapore Airlines	--
Southwest	--
Thai International Airways	--
Varig	--
Other	5

** Took airline trip for business reasons in past 12 months.

THE USE OF HOTELS/MOTELS


HOTEL
ACTIVITIES
WHILE YOU WERE OUT
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Airline
Tickets
Car
Rental
Car
Rental

NIGHTS STAYED IN HOTELS/MOTELS IN THE PAST 12 MONTHS

	Total (702)
Have stayed overnight in hotels/motels in the past 12 months	93%
For business reasons	77
For pleasure/personal reasons	82
Have not stayed overnight in hotels/motels in the past 12 months	7
Average number of nights stayed in hotels/motels in the past 12 months (among those who stayed overnight in hotel/motel in the past 12 months)	32.2

NUMBER OF NIGHTS STAYED IN HOTELS/MOTELS FOR BUSINESS REASONS IN THE PAST 12 MONTHS

	Stayed In Hotel/Motel For Business Reasons In Past 12 Months (540)
15 or more	50%
35 or more	23
25-34	13
15-24	14
5-14	32
10-14	14
5-9	18
1-4	18
3-4	10
1-2	8
Average number of nights stayed in hotels/motels for business reasons in the past 12 months	26.3

AVERAGE NUMBER OF NIGHTS STAYED IN HOTELS/MOTELS FOR BUSINESS REASONS IN THE PAST 12 MONTHS

	Stayed In Hotel/Motel For Business Reasons In Past 12 Months		
	Total (540)	Frequent (5+ Stays) (443)	Light (1-4 Stays) (97)
Average number of nights stayed in hotels/motels for business reasons in the past 12 months	26.3	31.5	2.8

AVERAGE AMOUNT SPENT ON HOTELS/MOTELS PER NIGHT FOR BUSINESS REASONS IN THE PAST 12 MONTHS

	Stayed In Hotel/Motel For Business Reasons In Past 12 Months (540)
$150 or more per overnight stay	6%
$125-$149	8
$100-$124	20
$75-$99	27
$50-$74	26
Under $50	11
No answer	2
Average amount spent on hotels/motels per night for business reasons in the past 12 months	$88.70

NUMBER OF NIGHTS STAYED IN HOTELS/MOTELS FOR PLEASURE/PERSONAL REASONS IN THE PAST 12 MONTHS

	Stayed In Hotel/Motel For Pleasure/Personal Reasons In Past 12 Months (572)
15 or more	30%
35 or more	5
25-34	6
15-24	19
5-14	43
10-14	22
5-9	21
1-4	27
3-4	13
1-2	14
Average number of nights stayed in hotels/motels for pleasure/personal reasons in the past 12 months	11.9

AVERAGE AMOUNT SPENT ON HOTELS/MOTELS PER NIGHT FOR PLEASURE/PERSONAL REASONS IN THE PAST 12 MONTHS

	Stayed In Hotel/Motel For Pleasure/Personal Reasons In Past 12 Months
	(572)
$150 or more per overnight stay	8%
$125-$149	8
$100-$124	15
$75-$99	22
$50-$74	27
Under $50	18
No answer	2
Average amount spent on hotels/motels per night for pleasure/personal reasons in the past 12 months	$84.60

IMPORTANCE OF VARIOUS FACTORS IN SELECTING A HOTEL/MOTEL FOR BUSINESS TRAVEL*

		Stayed In Hotel/Motel For Business Reasons In Past 12 Months	
	Total (540)	Frequent (5+ Stays) (443)	Light (1-4 Stays) (97)
Convenience of location	90%	91%	88%
Friendly/efficient personnel	87	89	82
Good reputation	85	85	85
Attractive rooms	85	86	79
Reasonable rates	84	83	85
Fast check-in/check-out	82	83	78
Previous experience	79	80	71
Efficient reservations	77	79	70
Corporate discount	60	63	47
Good restaurants	59	59	55
In-room amenities	58	62	42
Caters to business people	46	50	30
Good business facilities	41	42	34
Room service availability	36	36	35
Two-room suite for price of one room	33	33	34
Conference room availability	29	30	25
Frequent Hotel Guest Program	28	30	17
Health/fitness facilities	27	27	24
Recommendation of travel agent	17	17	18
Golf or tennis facilities	12	11	17
Other	5	5	2

* Percentage "very" or "fairly" important on a 4 point scale.

MOST IMPORTANT FACTOR IN SELECTING A HOTEL/MOTEL FOR BUSINESS TRAVEL

	Stayed In Hotel/Motel For Business Reasons In Past 12 Months (540)
Convenience of location	20%
Reasonable rates	12
Previous experience	10
Good reputation	9
Friendly/efficient personnel	7
Attractive rooms	5
Efficient reservations	4
Fast check-in/check-out	4
Good restaurants	3
Good business facilities	2
Caters to business people	2
Corporate discount	2
Conference room availability	2
In-room amenities	1
Recommendation of travel agent	1
Frequent Hotel Guest Program	1
Two-room suite for the price of one room	1
Golf or tennis facilities	*
Health/fitness facilities	*
Room service availability	*
Other	3

* Less than 0.5 percent.

HOTELS/MOTELS STAYED IN FOR BUSINESS REASONS IN THE PAST 12 MONTHS

	Stayed In Hotel/Motel For Business Reasons In Past 12 Months		
	Total (540)	Frequent (5+ Stays) (443)	Light (1-4 Stays) (97)
Holiday Inn	48%	50%	38%
Marriott	47	51	26
Hilton Hotels	46	53	17
Sheraton	36	39	20
Hyatt	35	40	11
Best Western	27	28	24
Ramada Inns	23	25	12
Embassy Suites Hotels	21	24	6
Westin	20	22	9
Four Seasons Hotels	15	15	11
Radisson	14	15	7
Days Inn	13	13	9
Quality/Comfort/Clarion Inns	12	13	9
Inter-Continental	10	12	2
Ritz Carlton	9	11	2
Omni Hotels	9	10	6
Howard Johnson	9	9	6
Stouffer	9	10	--
Harley/Helmsley	8	10	2
Doubletree	6	7	1
Fairmont	6	7	1
Guest Quarters Suite Hotels	4	4	4
Meridien	4	4	1
Regent Hotels	3	4	2
Wyndham	3	4	--
Loews	3	3	4
Executive Suites	2	2	3
Mandarin-Oriental	2	3	--
Vista International	2	2	3
Ciga	1	1	1
Penta	1	1	--
Nikko	1	1	--
Rockresorts	*	1	--
Royce	*	1	--
None of these	3	2	8

* Less than 0.5 percent.

BEST HOTEL/MOTEL FOR BUSINESS TRAVEL

	Stayed In Hotel/Motel For Business Reasons In Past 12 Months (540)
Marriott	20%
Holiday Inn	13
Hyatt	12
Hilton Hotels	9
Embassy Suites Hotels	8
Sheraton	8
Westin	7
Four Seasons Hotels	6
Ritz Carlton	4
Best Western	3
Ramada Inns	3
Quality/Comfort/Clarion Inns	2
Days Inn	2
Radisson	2
Harley/Helmsley	2
Mandarin-Oriental	1
Loews	1
Stouffer	1
Meridien	1
Regent Hotels	1
Fairmont	1
Howard Johnson	1
Inter-Continental	1
Doubletree	1
Guest Quarters Suite Hotels	1
Omni Hotels	1
Wyndham	1
Executive Suites	*
Nikko	*
Rockresorts	*
Vista International	*
Ciga	--
Penta	--
Royce	--
None of these	3

* Less than 0.5 percent.

PARTICIPATION IN FREQUENT HOTEL GUEST PROGRAM

	Stayed In Hotels/Motels For Business Reasons In Past 12 Months		
	Total (540)	Frequent (5+ Stays) (443)	Light (1-4 Stays) (97)
Currently participate in Frequent Hotel Guest Program	24%	27%	10%
Do not currently participate in Frequent Hotel Guest Program	76	73	90

FREQUENT HOTEL GUEST PROGRAMS PARTICIPATE IN

	Participate In Frequent Hotel Guest Program* (129)
Marriott	53%
Hilton Hotels	19
Hyatt	19
Holiday Inn	15
Ramada Inn	12
Sheraton	5
Radisson	4
All others	10
No answer	9
Average number of Frequent Hotel Guest Programs participate in	1.4

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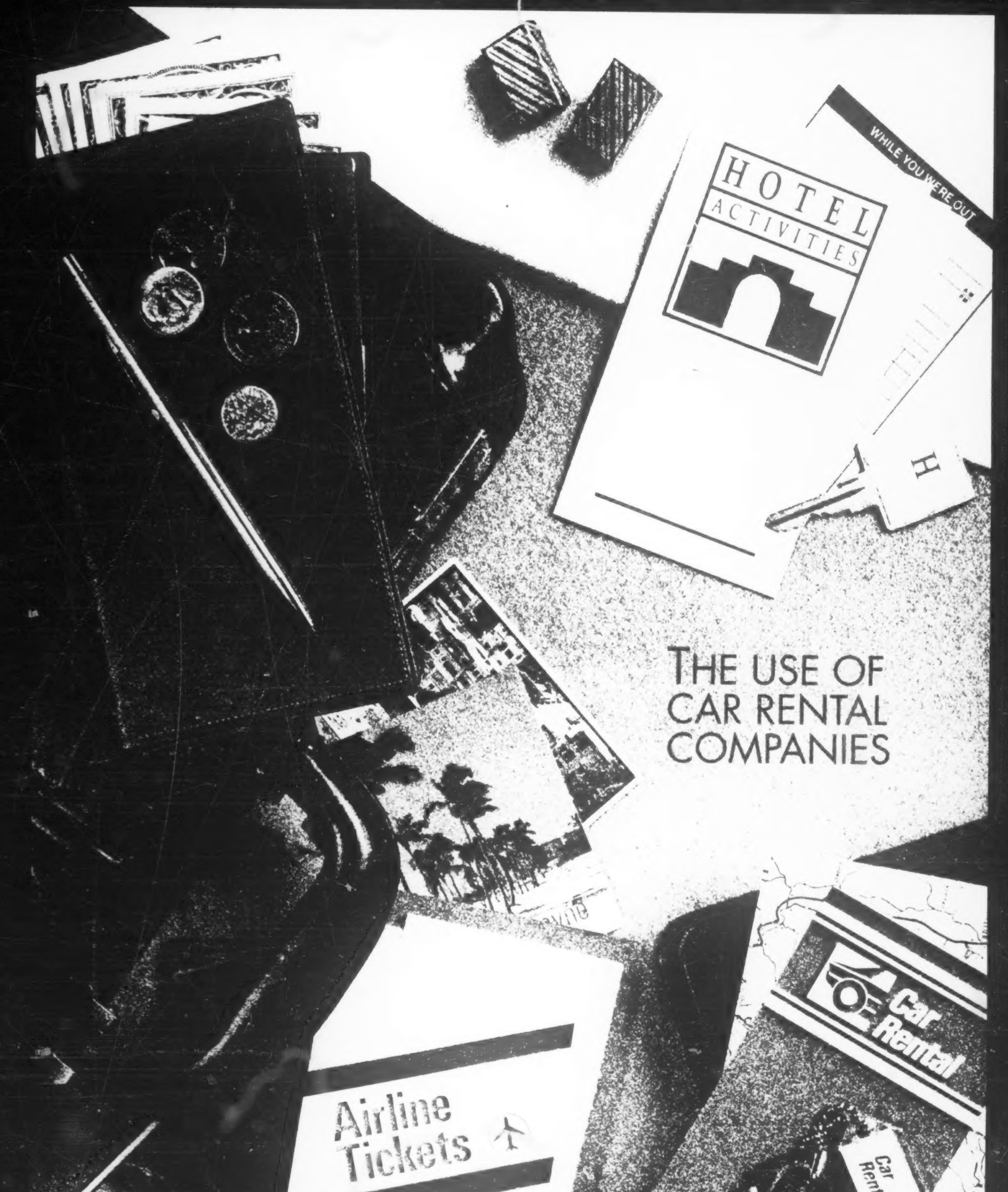
* Have stayed in hotel/motel for business reasons in the past 12 months.


HOTEL
ACTIVITIES
WHILE YOU WERE OUT
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Airline
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Car
Rental
Car
Rental

THE USE OF CAR RENTAL COMPANIES

CARS RENTED IN THE PAST 12 MONTHS

	Total (702)
Have rented a car in the past 12 months	70%
For business reasons	60
For pleasure/personal reasons	52
Have not rented a car in the past 12 months	30
Average number of cars rented in the past 12 months (among those who rented a car in the past 12 months)	8.2

NUMBER OF CARS RENTED FOR BUSINESS REASONS IN THE PAST 12 MONTHS

	Rented Car For Business Reasons In Past 12 Months (418)
7 or more	36%
13 or more	13
10-12	9
7-9	14
3-6	28
5-6	13
3-4	15
1-2	36
2	16
1	20
Average number of cars rented for business reasons in the past 12 months	7.4

AVERAGE NUMBER OF CARS RENTED FOR BUSINESS REASONS IN THE PAST 12 MONTHS

		Rented Car For Business Reasons In Past 12 Months		
	Total (418)	Frequent (7+ Rentals) (152)	Moderate (3-6 Rentals) (119)	Light (1-2 Rentals) (147)
Average number of cars rented for business reasons in the past 12 months	7.4	15.5	4.4	1.5

AMOUNT SPENT PER DAY ON CARS RENTED FOR BUSINESS REASONS IN THE PAST 12 MONTHS

	Rented Car For Business Reasons In Past 12 Months (418)
$50 or more per day	14%
$40-$49	36
$30-$39	31
Under $30	10
No answer/no idea at all	9
Average amount spent per day on cars rented for business reasons in the past 12 months	$41.10

NUMBER OF CARS RENTED FOR PLEASURE/PERSONAL REASONS IN THE PAST 12 MONTHS

	Rented Car For Pleasure/Personal Reasons In The Past 12 Months (367)
7 or more	4%
13 or more	2
10-12	1
7-9	1
3-6	30
5-6	6
3-4	24
1-2	66
2	31
1	35
Average number of cars rented for pleasure/personal reasons in the past 12 months	2.6

AMOUNT SPENT PER DAY ON CARS RENTED FOR PLEASURE/PERSONAL REASONS IN THE PAST 12 MONTHS

	Rented Car For Pleasure/Personal Reasons In Past 12 Months (367)
$50 or more per day	16%
$40-$49	25
$30-$39	29
Under $30	22
No answer/no idea at all	8
Average amount spent per day on cars rented for pleasure/personal reasons in the past 12 months	$38.80

EXTENT OF COMPANY GUIDELINES OR POLICIES ON CAR RENTAL COMPANIES TO USE

	Total (418)	Rented Car For Business Reasons In Past 12 Months: Frequent (7+ Rentals) (152)	Moderate (3-6 Rentals) (119)	Light (1-2 Rentals) (147)
Is a company policy	45%	56%	42%	35%
On which car rental company to use	36	48	34	25
On which types of cars to rent	23	31	17	20
On how much to spend per day	12	10	11	15
Is no company policy	55	44	58	65

IMPORTANCE OF VARIOUS FACTORS IN SELECTING A CAR RENTAL COMPANY FOR BUSINESS TRAVEL*

		Rented Car For Business Reasons In Past 12 Months		
	Total (418)	Frequent (7+ Rentals) (152)	Moderate (3-6 Rentals) (119)	Light (1-2 Rentals) (147)
Good condition of cars	89%	86%	91%	91%
Proximity to airport	85	84	87	86
Fast pick-up/drop-off	85	88	85	82
Convenient location	83	80	85	85
Efficient counter people	82	81	80	83
Efficient reservations	80	82	74	82
Honors reservations	77	77	76	79
Courteous staff	75	74	72	77
Corporate discount	71	72	70	71
Low pricing	66	62	66	70
Wide selection and availability of cars	64	64	55	72
Caters to business people	48	49	54	41
Can rent luxury cars for low rates	40	41	40	40
Can obtain frequent flier points when rent	33	46	34	19
Frequent Car Renter Program	22	27	19	20
Is owned by its employees	9	6	12	11
Other	4	1	5	5

* Percentage "very" or "fairly" important on a 4 point scale.

MOST IMPORTANT FACTOR IN SELECTING A CAR RENTAL COMPANY FOR BUSINESS TRAVEL

	Rented Car For Business Reasons In Past 12 Months (418)
Good condition of cars	17%
Convenient location	11
Fast pick-up/drop-off	9
Low pricing	8
Corporate discount	7
Wide selection and availability of cars	7
Proximity to airport	6
Honors reservations	4
Can obtain frequent flier points when rent	3
Efficient reservations	3
Can rent luxury cars for low rates	3
Efficient counter people	1
Courteous staff	1
Frequent Car Renter Program	1
Caters to business people	*
Is owned by its employees	*

* Less than 0.5 percent.

CAR RENTAL COMPANIES USED FOR BUSINESS REASONS IN THE PAST 12 MONTHS

		Rented Car For Business Reasons In Past 12 Months		
	Total (418)	Frequent (7+ Rentals) (152)	Moderate (3-6 Rentals) (119)	Light (1-2 Rentals) (147)
Hertz	60%	63%	74%	44%
Avis	42	53	46	26
Budget	35	46	28	29
National	33	43	24	30
Alamo	12	12	13	10
Dollar	8	13	9	4
Thrifty	4	5	4	3
General	2	1	3	3
Econo-Car	1	*	1	2
Other	2	3	3	2

* Less than 0.5 percent.

BEST CAR RENTAL COMPANY FOR BUSINESS TRAVEL

	Rented Car For Business Reasons In Past 12 Months (418)
Hertz	38%
Avis	21
Budget	14
National	12
Alamo	3
Dollar	2
Thrifty	1
General	1
Econo-Car	*

* Less than 0.5 percent.

PARTICIPATION IN FREQUENT CAR RENTER PROGRAM

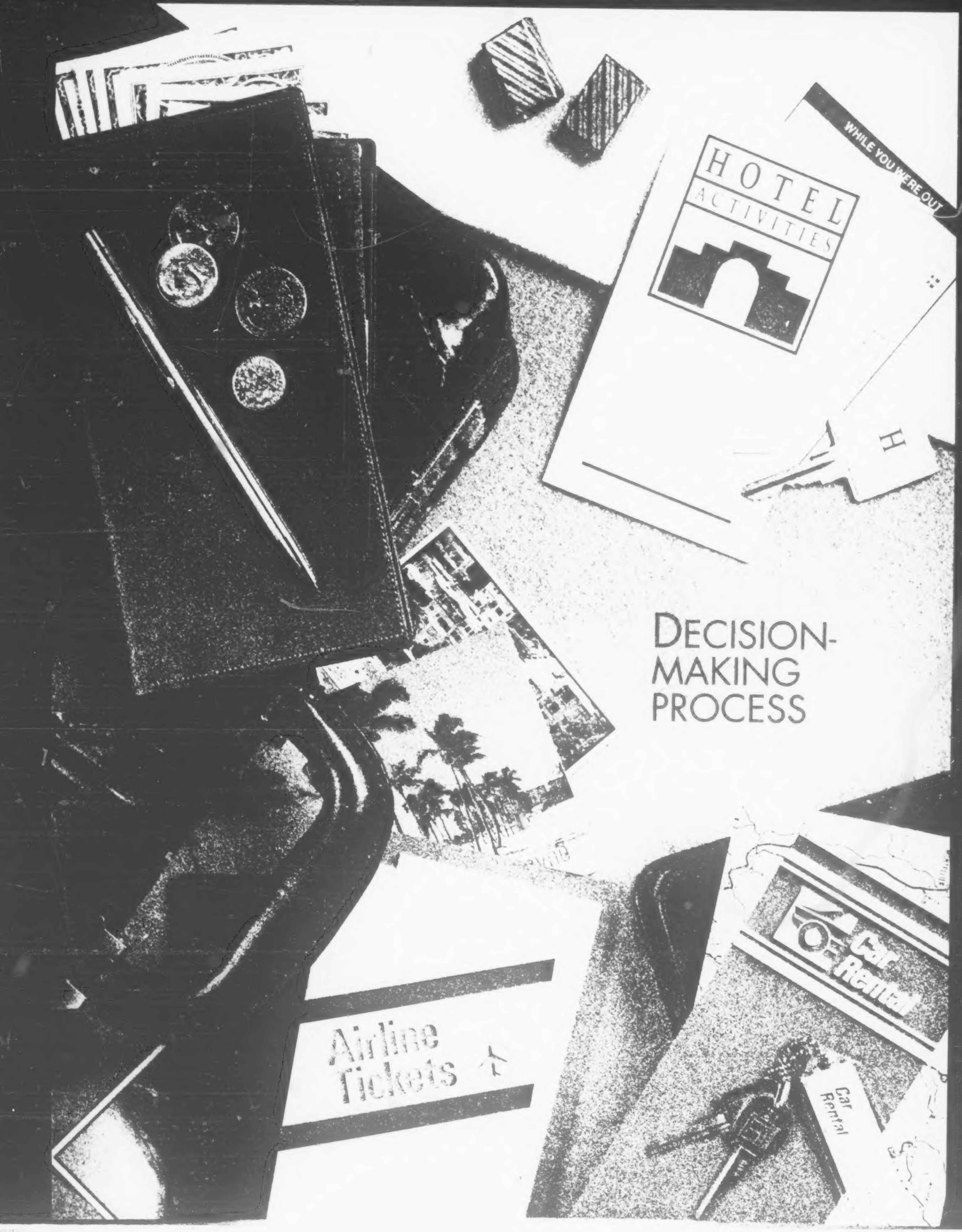
		Rented Car For Business Reasons In Past 12 Months		
	Total (418)	Frequent (7+ Rentals) (152)	Moderate (3-6 Rentals) (119)	Light (1-2 Rentals) (147)
Currently participate in Frequent Car Renter Program	20%	32%	17%	9%
Do not currently participate in Frequent Car Renter Program	80	68	83	91

FREQUENT CAR RENTER PROGRAMS PARTICIPATE IN

	Participate In Frequent Car Renter Program* (82)
Hertz	44%
Avis	32
National	20
Alamo	6
Budget	4
All others	15
No answer	11
Average number of Frequent Car Renter Programs participate in	1.2

* Have rented car for business reasons in the past 12 months.

DECISION-MAKING PROCESS


HOTEL
ACTIVITIES
WHILE YOU WERE OUT
H
Airline Tickets
Car Rental
Car Rental

PRIMARY RESPONSIBILITY FOR AIRLINE ARRANGEMENTS AMONG THOSE WHO TOOK AN AIRLINE TRIP FOR BUSINESS REASONS IN THE PAST 12 MONTHS

(Total = 506)

	Primarily Responsible					
	Myself	Corporate Travel Dept.	Personal Travel Agent	Other Colleagues/ Friends	Secretary/ Assistant	No Answer
Recommendation of preferred airline	59%	13%	17%	2%	12%	9%
Contacting travel agent	38	12	5	2	39	9
Gathering information on rates, schedules, availability, etc.	25	21	20	2	34	9
Final decision on airline	77	8	4	2	5	9
Booking reservations	25	21	20	2	35	8
How airfare is paid for	46	29	5	2	12	12

PRIMARY RESPONSIBILITY FOR HOTEL/MOTEL ARRANGEMENTS AMONG THOSE WHO STAYED IN A HOTEL/MOTEL FOR BUSINESS REASONS IN THE PAST 12 MONTHS

(Total = 540)

	Primarily Responsible					
	Myself	Corporate Travel Dept.	Personal Travel Agent	Other Colleagues/ Friends	Secretary/ Assistant	No Answer
Recommendation of preferred motel/ hotel	66%	12%	12%	11%	11%	8%
Contacting travel agent	39	12	2	2	39	13
Gathering information on rates, schedules, availability, etc.	31	18	16	1	37	9
Final decision on hotel/motel	79	8	1	3	7	7
Booking reservations	31	18	15	2	38	7
How bill is paid for	64	18	2	1	10	9

PRIMARY RESPONSIBLITY FOR CAR RENTAL COMPANY ARRANGEMENTS AMONG THOSE WHO RENTED A CAR FOR BUSINESS REASONS IN THE PAST 12 MONTHS

(Total = 418)

	Primarily Responsible					
	Myself	Corporate Travel Dept.	Personal Travel Agent	Other Colleagues/ Friends	Secretary/ Assistant	No Answer
Recommendation of preferred car rental company	58%	17%	8%	3%	9%	10%
Contacting travel agent	34	12	3	1	37	15
Gathering information on rates, schedules, availability, etc.	26	20	15	1	34	11
Final decision on car rental company	70	10	3	2	8	9
Booking reservations	28	19	15	1	34	10
How rental is paid for	56	17	3	1	11	12

WHO DECIDES WHICH HOTEL OR MOTEL TO STAY IN WHEN TRAVELING ON BUSINESS TO A NEW AND UNFAMILIAR LOCATION

	Stayed In Hotel/Motel For Business Reasons In Past 12 Months (540)
Myself	64%
Corporate travel department or company-designated travel agent	16
Personal travel agent	12
Other colleagues/friends	6
Secretary/assistant	5
Other	1
No answer	3

SOURCES OF INFORMATION USED MOST OFTEN FOR BUSINESS TRAVEL

	Took Airline Trip For Business Reasons In Past 12 Months (506)	Stayed In Hotel/Motel For Business Reasons In Past 12 Months (540)	Rented Car For Business Reasons In Past 12 Months (418)
Previous experience	59%	65%	57%
Personal travel agent	32	25	16
Corporate travel department or company-designated travel agent	30	27	33
Official Airline Guide	22	2	2
Recommendations of friends/ colleagues	17	44	12
Word-of-mouth	14	30	13
Newspaper/magazine advertising	11	14	13
Television advertising	10	10	8
Telephone book	6	9	7
Travel books and brochures	6	20	6
Promotional advertising (mailers)	5	7	6
Radio advertising	4	3	3
No answer	4	3	6

OFF-PREMISE BUSINESS MEETINGS

WHILE YOU WERE OUT
HOTEL
ACTIVITIES
H
Airline
Tickets
Car
Rental
Car
Rental

EXTENT AND AVERAGE NUMBER OF TRIPS TAKEN FOR VARIOUS BUSINESS REASONS IN THE PAST 12 MONTHS

	Took Business Trip In Past 12 Months	
	Took 1 Or More (538)	Average Number (538)
To attend conferences, conventions, association and trade shows	69%	2.8
To attend business, corporate or sales meetings	56	7.2
To visit clients	49	8.9
To attend training meetings and seminars	39	2.5
To see new product introductions	15	2.0
Other reasons	11	6.8

INVOLVEMENT IN SELECTION OF OFF-PREMISE SITES FOR CORPORATE AND ASSOCIATION MEETINGS

		Took Business Trip In Past 12 Months		
	Total (538)	Frequent (10+ Trips) (213)	Moderate (3-9 Trips) (216)	Light (1-2 Trips) (109)
Very involved	20%	27%	18%	10%
Fairly involved	16	22	11	13
Not too involved	25	31	22	20
Not at all involved	35	18	44	53
No answer	4	2	5	4

TYPES OF FACILITIES ATTENDED FOR OFF-PREMISE CORPORATE AND ASSOCIATION MEETINGS IN THE PAST 12 MONTHS

	Took Business Trip In Past 12 Months (538)
Resort hotel	46%
Midtown hotel	41
Suburban hotel	32
Airport hotel	25
Privately-owned conference center	17
University-owned conference center	10
Condominium resort	8
Cruise ship	2
Other facility	2
Did not attend off-premise meeting in the past 12 months	12
No answer	5

WHILE YOU WERE OUT
HOTEL
ACTIVITIES
H
Airline Tickets
Car Rental
Car Rental

EXTENDED BUSINESS TRIPS FOR PLEASURE AND WEEKEND GETAWAYS

EXTENSION OF BUSINESS TRIP AN EXTRA DAY OR TWO FOR PLEASURE OR PERSONAL REASONS

		Took Business Trip In Past 12 Months		
	Total (538)	Frequent (10+ Trips) (213)	Moderate (3-9 Trips) (216)	Light (1-2 Trips) (109)
Have ever extended busines trip an extra day or two for pleasure/ personal reasons	70%	79%	70%	52%
Have never extended business trip an extra day or two for pleasure/ personal reasons	30	21	30	48
Average number of business trips extended for pleasure in the past 12 months (among those who extended business trips)	2.7	3.5	2.3	1.4

LIKELIHOOD OF EXTENDING BUSINESS TRIP AN EXTRA DAY OR TWO FOR PLEASURE OR PERSONAL REASONS IN THE NEXT 12 MONTHS

		Took Business Trip In Past 12 Months		
	Total (538)	Frequent (10+ Trips) (213)	Moderate (3-9 Trips) (216)	Light (1-2 Trips) (109)
Very likely	45%	57%	43%	28%
Fairly likely	20	18	23	20
Not too likely	17	15	16	23
Not at all likely	9	7	7	17
No answer/no idea at all	9	3	11	12

MINI-VACATIONS OR WEEKEND GETAWAYS TAKEN NOW COMPARED TO 5 YEARS AGO

	Total (702)
Compared To 5 Years Ago:	
Taking more now	60%
Taking same amount	19
Taking less now	15
No answer	6

MINI-VACATIONS OR WEEKEND GETWAYS EXPECT TO TAKE IN NEXT 5 YEARS COMPARED TO NOW

	Total (702)
In Next 5 Years	
Expect to take more than now	67%
Expect to take the same amount as now	22
Expect to take less than now	5
No answer	6

WHILE YOU WERE OUT
HOTEL
ACTIVITIES
H
Airline Tickets
Car Rental
Car Rental

PLACES VISITED OUTSIDE THE CONTINENTAL UNITED STATES

PLACES VISITED OUTSIDE THE CONTINENTAL UNITED STATES IN THE PAST 2 YEARS

	Total (702)
Alaska	5%
Hawaii	20
Canada	36
Mexico	23
Bermuda	6
Caribbean	24
Central/South America	6
South America	5
Central America	3
Western Europe	27
England, Scotland, Wales, Northern Ireland	16
France	12
West Germany	10
Switzerland	9
Italy	9
Netherlands	5
Belgium	4
Scandinavia	4
Spain/Portugal	4
Republic Of Ireland	3
Eastern Europe (U.S.S.R., Yugoslavia, Poland, etc.)	3
Mediterranean (Greece, Turkey, etc.)	2
Mideast (Israel, Egypt, etc.)	3
Africa	3
Orient	11
Orient (Japan, China, etc.)	9
Indonesia (Philippines, Malaysia, Singapore, etc.)	4
Southeast Asia (Thailand, Burma, Vietnam, etc.)	3
India/Pakistan/Nepal	2
Australia/New Zealand	5
Other	3
None of these	28

PLACES EXPECT TO VISIT OUTSIDE THE CONTINENTAL UNITED STATES IN THE NEXT 2 YEARS

	Total (702)
Alaska	11%
Hawaii	29
Canada	32
Mexico	23
Bermuda	10
Caribbean	29
Central/South America	9
South America	7
Central America	3
Western Europe	44
England, Scotland, Wales, Northern Ireland	28
France	16
West Germany	15
Italy	15
Switzerland	13
Spain/Portugal	7
Scandinavia	7
Netherlands	7
Republic Of Ireland	5
Belgium	5
Eastern Europe (U.S.S.R., Yugoslavia, Poland, etc.)	3
Mediterranean (Greece, Turkey, etc.)	4
Mideast (Israel, Egypt, etc.)	4
Africa	4
Orient	18
Orient (Japan, China, etc.)	15
Indonesia (Philippines, Malaysia, Singapore, etc.)	5
Southeast Asia (Thailand, Burma, Vietnam, etc.)	4
India/Pakistan/Nepal	2
Australia/New Zealand	17
Other	1
None of these	19

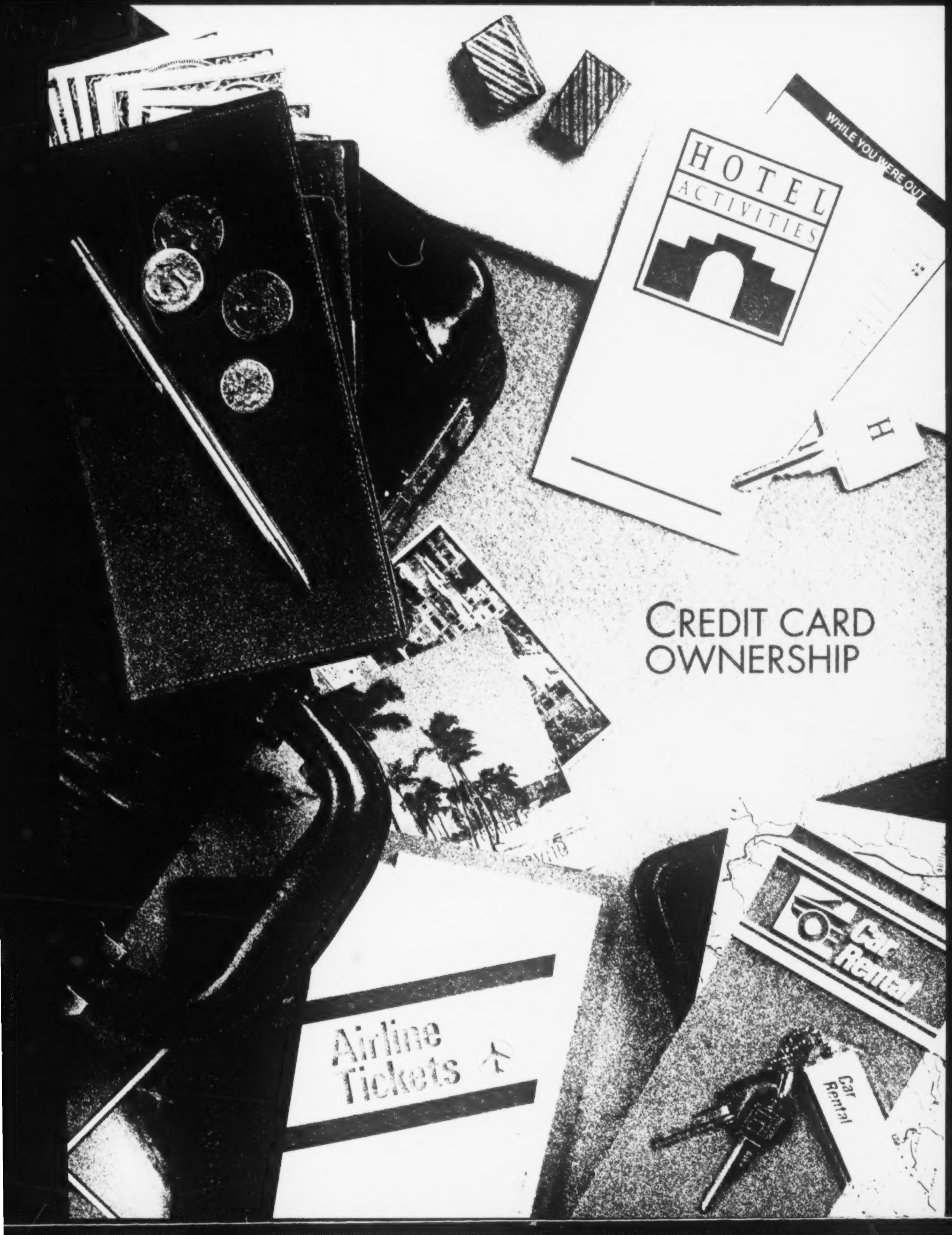
PASSPORT OWNERSHIP

	Total (702)
Own passport	55%
Do not own passport	45

CITIES IN THE UNITED STATES VISITED IN THE PAST 2 YEARS

	Total (702)
New York City	48%
Chicago	45
Atlanta	42
Los Angeles	41
Dallas/Ft. Worth	40
Washington, D.C.	39
Boston	35
San Francisco	35
Denver	29
San Diego	28
Orlando	27
Miami	27
Philadelphia	26
Las Vegas	24
Anaheim-Santa Ana	23
Tampa-St. Petersburg	23
Baltimore	22
Houston	21
Phoenix	19
New Orleans	19
Atlantic City	19
St. Louis	18
Kansas City	17
Cincinnati	17
Detroit	16
Seattle	15
Nashville	15
Cleveland	14
Pittsburgh	14
Minneapolis-St. Paul	14
Memphis	13
Cape Cod	13
Charleston	13
Oakland	12
Albuquerque	12
Milwaukee	11
Austin	11
Winston-Salem	10
Boulder	9
New Haven	7
None of these	2

CREDIT CARD OWNERSHIP


WHILE YOU WERE OUT
HOTEL
ACTIVITIES
H
Airline Tickets
Car Rental
Car Rental

CREDIT OR CHARGE CARDS CURRENTLY OWN

	Total (702)
Bank Cards	86%
Visa	73
Visa Regular	52
Visa Preferred	21
Visa Premium	9
MasterCard	64
MasterCard Regular	49
MasterCard Gold	21
Travel And Entertainment Cards	60
American Express	55
American Express (Green)	37
American Express Gold	22
American Express Optima	7
American Express Platinum	3
Diners Club	13
Carte Blanche	2
Discover Card	15
Gasoline credit card	50
Car rental credit card	20
Air travel card (UTAP)	7
Department store charge card	58
Other credit or charge cards	1
Do not own any credit or charge cards	5
No answer	3

DEMOGRAPHIC AND COMPANY PROFILE OF RESPONDENTS

HOTEL
ACTIVITIES
WHILE YOU WERE OUT
H
Airline Tickets
Car Rental
Car Rental

DEMOGRAPHIC PROFILE OF RESPONDENTS

	Total (702)
Sex	
Men	84%
Women	16
Age	
Under 35 years old	25%
35-49 years old	38
50-64 years old	27
65 years old or over	9
No answer	1
Mean age	44.8
Median age	43.8

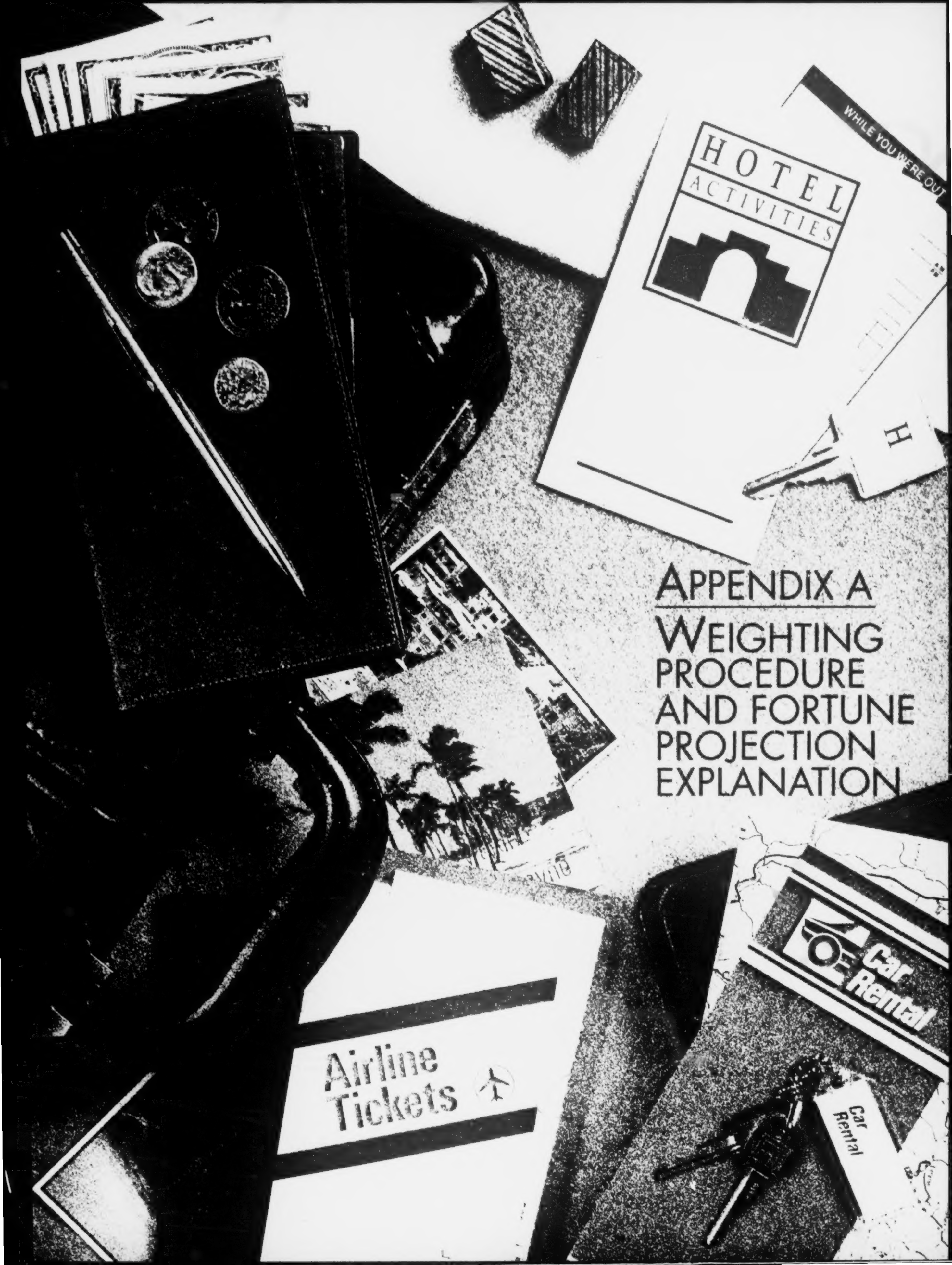
COMPANY PROFILE OF RESPONDENTS

	Total (702)
Principal Activity Of Company	
Manufacturing, processing, publishing	22%
Construction, engineering	6
Mining, oil or gas extraction	1
Transportation, communications, utilities	6
Banking, finance, insurance	14
Wholesale or retail trade	11
Real estate	3
Medical services	3
Other professional or business services (accounting, data processing, consulting, etc.)	17
Education	1
Government	3
Other employed	1
Not employed	11
No answer	1
Company Size	
Less-than 100 employees	38%
100 - 999 employees	16
1,000 - 9,999 employees	20
10,000 or more employees	24
No idea at all	2

(Continued)

COMPANY PROFILE OF RESPONDENTS (Continued)

Job Title	Total Employed (611)
Top Management	50%
Chairman Of The Board, Company Director	6
President, CEO	14
Executive VP, Senior VP, Group VP	4
VP Treasurer, VP Controller, Other Financial VP	2
Other VP	5
Treasurer, Secretary Treasurer, Controller Other Financial Officer	2
Other Company Officer Or Assistant Officer, General Manager	4
Owner, Partner	13
Department Head	14
Other Manager Or Supervisor	18
Salesperson, Broker, Agent, Representative	6
Trainee, Officer Worker, Production Worker, etc.	2
Doctor, Lawyer	1
Other Professional/Technical (Accountant, Engineer, etc.)	6
Government	3
Other	--


WHILE YOU WERE OUT
HOTEL
ACTIVITIES
H
Car Rental
Airline Tickets
Car Rental

APPENDIX A

WEIGHTING PROCEDURE AND FORTUNE PROJECTION EXPLANATION

SAMPLE WEIGHTING

Variable	Unweighted	Weighted	Statistical Weight
Subscriber Status			
New subscribers	44.3%	51.5%	1.16
Renewers	55.7	48.5	0.87
Company Size			
Under 100 employees	36.8%	32.1%	0.87
100 - 999 employees	19.1	14.0	0.73
1,000 or more employees	33.0	37.5	1.14
Not employed/no answer	11.1	16.7	1.50
Job Title			
Chairman Of The Board, Company Director	2.3%	5.1%	2.22
President, CEO	10.0	12.0	1.20
Vice President	11.3	10.1	0.89
Treasurer/Secretary/ Other Financial Officer	2.3	1.7	0.74
Other Company Officer	3.4	3.4	1.00
Owner/Partner	13.7	11.1	0.81
Other Manager/Department Head	17.9	28.5	1.59
Doctor/Lawyer/Other Professional	13.4	5.8	0.43
Government	3.7	3.0	0.81
Other employed	12.7	6.1	0.48
Unemployed/no answer	9.4	13.2	1.40

EXPLANATION OF FORTUNE PROJECTIONS

A projection is calculated by taking the current North American circulation of FORTUNE Magazine, approximately 650,000 subscribers, and first multiplying this number by the percentage of people who report participating in a particular activity (e.g., taking an overnight trip in the past 12 months) and second multiplying this number by the average number reported for the particular activity.

For example, 94% of FORTUNE subscribers have taken an overnight trip in the past 12 months. Therefore, 611,000 FORTUNE subscribers (.94 X 650,000) have taken at least one overnight trip in the past 12 months. On average, these traveling subscribers have taken 14.6 trips. Therefore, as a group, FORTUNE subscribers have taken 8.9 million overnight trips in the past 12 months (611,000 X 14.6).

APPENDIX B

MAILING MATERIALS

HOTEL
ACTIVITIES
WHILE YOU WERE OUT
H
Airline Tickets
Car Rental
Car Rental

FORTUNE

James B. Hayes
Publisher

April, 1988

Dear Subscriber:

WOULD YOU DO US A FAVOR?

We are conducting a nationwide survey on traveling for business reasons and for pleasure. We are turning to you for help so that we can understand and serve **your** travel needs better.

Please have the person in your household who is the primary reader of FORTUNE fill out the enclosed questionnaire.

Because we are sending this survey only to a scientifically selected sample, your answers are essential to the accuracy of this study. Of course, all answers are confidential and will only be used in combination with those of other individuals from all over the country.

Each response is extremely important to the survey results. I hope that you will take a few minutes now to complete the questionnaire and return it to us in the enclosed stamped envelope.

Thank you for your help with this important project.

Cordially,

James B. Hayes
Publisher

l/s
Enclosures

P.S. The enclosed two dollar bills and luggage tag are meant as tokens of our appreciation. Please accept them with our thanks.

TRAVEL STUDY

(REMINDER: THIS QUESTIONNAIRE SHOULD BE FILLED OUT BY THE PERSON IN YOUR HOUSEHOLD WHO IS THE PRIMARY READER OF FORTUNE MAGAZINE.)

ABOUT TRAVEL IN GENERAL

1a. In Column 1a, please "X" the places outside the 48 U.S. States which you have visited in the past 2 years either for business or pleasure/personal reasons. (PLEASE "X" AS MANY AS APPLY.)

1b. In Column 1b, please "X" the places outside the 48 U.S. States which you expect to visit in the next 2 years either for business or pleasure/personal reasons. (PLEASE "X" AS MANY AS APPLY.)

	1a. Visited In Past 2 Years	1b. Expect to Visit In Next 2 Years
Alaska	☐ 7-1	☐ 10-1
Hawaii	☐ 2	☐ 2
Canada	☐ 3	☐ 3
Mexico	☐ 4	☐ 4
Bermuda	☐ 5	☐ 5
Caribbean	☐ 6	☐ 6
Central America	☐ 7	☐ 7
South America	☐ 8	☐ 8
Republic of Ireland	☐ 9	☐ 9
England, Scotland, Wales, Northern Ireland	☐ 0	☐ 0
Spain/Portugal	☐ 8-1	☐ 11-1
France	☐ 2	☐ 2
Switzerland	☐ 3	☐ 3
Belgium	☐ 4	☐ 4
Scandinavia	☐ 5	☐ 5
Netherlands	☐ 6	☐ 6
West Germany	☐ 7	☐ 7
Italy	☐ 8	☐ 8
Eastern Europe (U.S.S.R., Yugoslavia, Poland, etc.)	☐ 9	☐ 9
Mediterranean (Greece, Turkey, etc.)	☐ 0	☐ 0
Mideast (Israel, Egypt, etc.)	☐ 9-1	☐ 12-1
North Africa	☐ 2	☐ 2
East Africa	☐ 3	☐ 3
West Africa	☐ 4	☐ 4
South Africa	☐ 5	☐ 5
Indonesia (Philippines, Malaysia, Singapore, etc.)	☐ 6	☐ 6
Orient (Japan, China, etc.)	☐ 7	☐ 7
Southeast Asia (Thailand, Burma, Vietnam, etc.)	☐ 8	☐ 8
India/Pakistan/Nepal	☐ 9	☐ 9
Australia/New Zealand	☐ 0	☐ 0
Other: ____________ (Please specify)	☐ x	☐ x

2. Which of the following cities in the 48 U.S States, if any, have you visited in the past 2 years either for business or pleasure/personal reasons? (PLEASE "X" AS MANY AS APPLY.)

13-1☐ Albuquerque
2☐ Anaheim-Santa Ana
3☐ Atlanta
4☐ Atlantic City
5☐ Austin
6☐ Baltimore
7☐ Boston
8☐ Boulder
9☐ Cape Cod
0☐ Charleston
14-1☐ Chicago
2☐ Cincinnati
3☐ Cleveland
4☐ Dallas/Fort Worth
14-5☐ Denver
6☐ Detroit
7☐ Houston
8☐ Kansas City
9☐ Las Vegas
0☐ Los Angeles
15-1☐ Memphis
2☐ Miami
3☐ Milwaukee
4☐ Minneapolis-St. Paul
5☐ Nashville
6☐ New Haven
7☐ New Orleans
8☐ New York City
15-9☐ Oakland
0☐ Orlando
16-1☐ Philadelphia
2☐ Phoenix
3☐ Pittsburgh
4☐ San Diego
5☐ San Francisco
6☐ Seattle
7☐ St. Louis
8☐ Tampa-St. Petersburg
9☐ Washington D.C.
0☐ Winston-Salem

x☐ None of these

3. How many trips have you taken in the past 12 months primarily for business reasons and how many for pleasure/personal reasons? (PLEASE INCLUDE ONLY OVERNIGHT TRIPS. COUNT EACH ROUND TRIP AS ONE TRIP. IF NONE, WRITE IN 0.)

	For Business Reasons	For Pleasure/Personal Reasons
Number of Round Trips In Past 12 Months	______ (17-18)	______ (19-20)

4. Which of the following types of transportation, if any, did you use primarily for business reasons and which for pleasure/personal reasons to reach your destination in the past 12 months? (PLEASE "X" AS MANY AS APPLY.)

	For Business Reasons	For Pleasure/Personal Reasons
Commercial airline	☐21-1	☐22-1
Charter plane	☐ 2	☐ 2
Company plane	☐ 3	☐ 3
Private plane	☐ 4	☐ 4
Own car	☐ 5	☐ 5
Rented car	☐ 6	☐ 6
Bus	☐ 7	☐ 7
Train	☐ 8	☐ 8
Ship/Cruise ship	☐ 9	☐ 9
Other: ______ (Please specify)	☐	☐
Did not take any trips	☐21-y →	☐22-y

IF DID NOT TAKE FOR BUSINESS REASONS, SKIP TO NEXT SECTION "ABOUT AIRLINES"

5. How many trips have you taken in the past 12 months for business reasons for each of the purposes listed below? (PLEASE INCLUDE ALL TRIPS OF 100 MILES OR MORE EACH WAY. COUNT EACH ROUND TRIP AS ONE TRIP. IF NONE, WRITE IN 0.)

	No. Of Business Trips In Past 12 Months
To attend conferences, conventions, association and trade shows	______ (23-24)
To attend business, corporate or sales meetings	______ (25-26)
To visit clients	______ (27-28)
To attend training meetings and seminars	______ (29-30)
To see new product introductions	______ (31-32)
Other: ______ 37 (Please specify) 38	______ (33-34)

35-36

ABOUT AIRLINES

1. How many round trips by commercial airline did you take in the past 12 months primarily for business reasons and how many for pleasure/personal reasons? (PLEASE COUNT EACH ROUND TRIP AS ONE TRIP. IF NONE, WRITE IN 0.)

	For Business Reasons	For Pleasure/Personal Reasons
Number of Airline Round Trips In Past 12 Months:	__________ (39-40)	__________ (41-42)

↑ IF "O" FOR BUSINESS REASONS, SKIP TO NEXT SECTION "ABOUT HOTEL/MOTELS"

2. Which class do you fly most often when you fly on a commercial airline for business reasons?

43 1☐ First class
2☐ Business class
3☐ Full-fare economy
4☐ Discount economy

3. Which of the following commercial airlines, if any, have you flown on in the past 12 months for business reasons? (PLEASE "X" AS MANY AS APPLY.)

44 1☐ Air France
2☐ Alitalia
3☐ Alaska Airlines
4☐ America West
5☐ American/Air Cal
6☐ British Airways
7☐ Cathay Pacific
8☐ China Airlines
9☐ Continental
0☐ Delta/Western
45 1☐ Eastern
2☐ El Al

45 3☐ Iberia
4☐ Japan Airlines
5☐ KLM
6☐ Korea Airlines
7☐ Lufthansa
8☐ Northwest/Republic
9☐ Pan Am
0☐ Piedmont
46 1☐ Philippine Airlines
2☐ PSA
3☐ Quantas
4☐ Sabena

46 5☐ Saudi Arabian Airlines
6☐ Scandinavian Airlines (SAS)
7☐ Singapore Airlines
8☐ Southwest
9☐ Swissair
0☐ Thai International Airways
47 1☐ TWA
2☐ United
3☐ USAir
4☐ Varig
5☐ Other: __________ 48
(Please specify) 49

4. Not considering for the moment where the airline flies, which one of these commercial airlines do you consider best overall for business travel? (PLEASE "X" ONLY ONE BOX.)

50 1☐ Air France
2☐ Alitalia
3☐ Alaska Airlines
4☐ America West
5☐ American/Air Cal
6☐ British Airways
7☐ Cathay Pacific
8☐ China Airlines
9☐ Continental
0☐ Delta/Western
51 1☐ Eastern
2☐ El Al

51 3☐ Iberia
4☐ Japan Airlines
5☐ KLM
6☐ Korea Airlines
7☐ Lufthansa
8☐ Northwest/Republic
9☐ Pan Am
0☐ Piedmont
52 1☐ Philippine Airlines
2☐ PSA
3☐ Quantas
4☐ Sabena

52 5☐ Saudi Arabian Airlines
6☐ Scandinavian Airlines (SAS)
7☐ Singapore Airlines
8☐ Southwest
9☐ Swissair
0☐ Thai International Airways
53 1☐ TWA
2☐ United
3☐ USAir
4☐ Varig
5☐ Other: ______________ 54
(Please specify) 55

5a In Column 5a, please indicate how important each of the following factors is to you in deciding which commercial airline to fly on when you travel for business reasons. (PLEASE "X" ONE BOX ACROSS IN COLUMN 5a FOR EACH FACTOR.)

5b In Column 5b, please "X" the one factor which is most important to you in deciding which commercial airline to fly on when you travel for business reasons. (PLEASE "X" ONLY ONE FACTOR.)

	5a					5b
	Very Important	Fairly Important	Not Too Important	Not At All Important		Most Important
Has convenient schedules	☐1	☐2	☐3	☐4	(56)	☐72 1
Flies to places I generally go	☐1	☐2	☐3	☐4	(57)	☐ 2
Good on-time performance	☐1	☐2	☐3	☐4	(58)	☐ 3
Good food and beverage service	☐1	☐2	☐3	☐4	(59)	☐ 4
Frequent Flier Program	☐1	☐2	☐3	☐4	(60)	☐ 5
Efficient baggage handling	☐1	☐2	☐3	☐4	(61)	☐ 6
Low or discount fares	☐1	☐2	☐3	☐4	(62)	☐ 7
Fast check-in and boarding	☐1	☐2	☐3	☐4	(63)	☐ 8
Caters to business fliers	☐1	☐2	☐3	☐4	(64)	☐ 9
Efficient reservations	☐1	☐2	☐3	☐4	(65)	☐ 0
Good in-flight service	☐1	☐2	☐3	☐4	(66)	☐73 1
Good safety record	☐1	☐2	☐3	☐4	(67)	☐ 2
Friendly/efficient personnel	☐1	☐2	☐3	☐4	(68)	☐ 3
Pre-assigned seats	☐1	☐2	☐3	☐4	(69)	☐ 4
Comfortable seating	☐1	☐2	☐3	☐4	(70)	☐ 5
Other ______________ (Please specify) 74	☐1	☐2	☐3	☐4	(71)	☐ 6

80 1

6. Do you currently participate in any Frequent Flier Programs?

7-1☐ Yes 2☐ No

7a. In Column 7a, please "X" which airlines, if any, you currently participate in a Frequent Flier Program. (PLEASE "X" AS MANY AS APPLY.)

7b. In Column 7b, please "X" which one or two Frequent Flier Programs you most actively participate in.

	7a. Currently Participate	7b. Most Actively Participate
Do not belong to any Frequent Flier Program	☐8-1	
Air France	☐9-1	☐15-1
Alitalia	☐ 2	☐ 2
Alaska Airlines	☐ 3	☐ 3
America West	☐ 4	☐ 4
American/Air Cal	☐ 5	☐ 5
British Airways	☐ 6	☐ 6
Cathay Pacific	☐ 7	☐ 7
China Airlines	☐ 8	☐ 8
Continental	☐ 9	☐ 9
Delta/Western	☐ 0	☐ 0
Eastern	☐10-1	☐16-1
El Al	☐ 2	☐ 2
Iberia	☐ 3	☐ 3
Japan Airlines	☐ 4	☐ 4
KLM	☐ 5	☐ 5
Korea Airlines	☐ 6	☐ 6
Lufthansa	☐ 7	☐ 7
Northwest/Republic	☐ 8	☐ 8
Pan Am	☐ 9	☐ 9
Piedmont	☐ 0	☐ 0
Philippine Airlines	☐11-1	☐17-1
PSA	☐ 2	☐ 2
Quantas	☐ 3	☐ 3
Sabena	☐ 4	☐ 4
Saudi Arabian Airlines	☐ 5	☐ 5
Scandinavian Airlines (SAS)	☐ 6	☐ 6
Singapore Airlines	☐ 7	☐ 7
Southwest	☐ 8	☐ 8
Swissair	☐ 9	☐ 9
Thai International Airways	☐ 0	☐ 0
TWA	☐12-1	☐18-1
United	☐ 2	☐ 2
USAir	☐ 3	☐ 3
Varig	☐ 4	☐ 4
Other: ______________________ (Please specify)	☐ 5 13 14	☐ 5 19 20

8. Do you currently belong to any airline clubs or lounges?

21-1☐ Yes 2☐ No

9. With which airlines, if any, do you currently belong to an airline club or lounge? (PLEASE "X" AS MANY AS APPLY.)

22 1☐ **Do not belong to any airline club or lounge**

23 1☐ Air France
2☐ Alitalia
3☐ Alaska Airlines
4☐ America West
5☐ American/Air Cal
6☐ British Airways
7☐ Cathay Pacific
8☐ China Airlines
9☐ Continental
0☐ Delta/Western
24 1☐ Eastern
2☐ El Al
24 3☐ Iberia
4☐ Japan Airlines
5☐ KLM
6☐ Korea Airlines
7☐ Lufthansa
8☐ Northwest/Republic
9☐ Pan Am
0☐ Piedmont
25 1☐ Philippine Airlines
2☐ PSA
3☐ Quantas
4☐ Sabena
25 5☐ Saudi Arabian Airlines
6☐ Scandinavian Airlines (SAS)
7☐ Singapore Airlines
8☐ Southwest
9☐ Swissair
0☐ Thai International Airlines
26 1☐ TWA
2☐ United
3☐ USAir
4☐ Varig
5☐ Other: ______________ 27
(Please specify) 28

ABOUT HOTELS/MOTELS

1 How many nights, if any, did you stay in a hotel or motel in the past 12 months primarily for business reasons and how many for pleasure/personal reasons? (IF NONE, WRITE IN 0.)

	For Business Reasons	For Pleasure/Personal Reasons
Number of Nights Stayed In Hotel/Motel In Past 12 Months	______________ (29-30)	______________ (31-32)

2 How much did you spend per night, on average, for a hotel or motel in the past 12 months for business reasons and how much for pleasure/personal reasons?

	For Business Reasons		For Pleasure/Personal Reasons
Under $50 per night	☐ 33 1		☐ 34 1
$50 - $74 per night	☐ 2		☐ 2
$75 - $99 per night	☐ 3		☐ 3
$100 - $124 per night	☐ 4		☐ 4
$125 - $149 per night	☐ 5		☐ 5
$150 or over per night	☐ 6		☐ 6
No idea at all	☐ 7		☐ 7
Did not stay in hotel/motel in past 12 months	☐ 8 →	IF DID NOT STAY FOR BUSINESS REASONS, SKIP TO NEXT SECTION "ABOUT CAR RENTALS"	☐ 8

3 With which of the following hotels or motels, if any, have you stayed in the past 12 months when you traveled for business reasons? (PLEASE "X" AS MANY AS APPLY.)

35 1☐ Best Western
2☐ Ciga
3☐ Days Inn
4☐ Doubletree
5☐ Embassy Suites Hotels
6☐ Executive Suites
7☐ Fairmont
8☐ Four Seasons Hotels
9☐ Guest Quarters Suite Hotels
0☐ Harley/Helmsley
x☐ Hilton Hotels
y☐ Holiday Inn
36 1☐ Howard Johnson
2☐ Hyatt
3☐ Inter-Continental
4☐ Loews
5☐ Mandarin-Oriental
6☐ Marriott
7☐ Meridien
8☐ Nikko
9☐ Omni Hotels
0☐ Penta
x☐ Quality/Comfort/ Clarion Inns
37-1☐ Radisson
37 2☐ Ramada Inns
3☐ Regent Hotels
4☐ Ritz Carlton
5☐ Rockresorts
6☐ Royce
7☐ Sheraton
8☐ Stouffer
9☐ Westin
0☐ Vista International
x☐ Wyndham

y☐ None of these

4a. In Column 4a, please "X" how important each of the following factors is to you in deciding which hotel or motel to stay in when you travel for business reasons. (PLEASE "X" ONE BOX ACROSS IN COLUMN 4a FOR EACH FACTOR.)

4b. In Column 4b, please "X" the one factor which is most important to you in deciding which hotel or motel to stay in when you travel for business reasons. (PLEASE "X" ONLY ONE FACTOR.)

	4a					4b
	Very Important	Fairly Important	Not Too Important	Not At All Important		Most Important
Good reputation	☐1	☐2	☐3	☐4	(38)	☐59 1
Reasonable rates	☐1	☐2	☐3	☐4	(39)	☐ 2
Previous experience	☐1	☐2	☐3	☐4	(40)	☐ 3
Friendly/efficient personnel	☐1	☐2	☐3	☐4	(41)	☐ 4
Good restaurants	☐1	☐2	☐3	☐4	(42)	☐ 5
Convenience of location	☐1	☐2	☐3	☐4	(43)	☐ 6
Attractive rooms	☐1	☐2	☐3	☐4	(44)	☐ 7
Room service availability	☐1	☐2	☐3	☐4	(45)	☐ 8
Recommendation of travel agent	☐1	☐2	☐3	☐4	(46)	☐ 9
Caters to business people	☐1	☐2	☐3	☐4	(47)	☐ 0
Efficient reservations	☐1	☐2	☐3	☐4	(48)	☐60 1
Conference room availability	☐1	☐2	☐3	☐4	(49)	☐ 2
Health/fitness facilities	☐1	☐2	☐3	☐4	(50)	☐ 3
Golf or tennis facilities	☐1	☐2	☐3	☐4	(51)	☐ 4
Two room suite for price of one room	☐1	☐2	☐3	☐4	(52)	☐ 5
Corporate discount	☐1	☐2	☐3	☐4	(53)	☐ 6
In-room amenities	☐1	☐2	☐3	☐4	(54)	☐ 7
Fast check-in/check-out	☐1	☐2	☐3	☐4	(55)	☐ 8
Frequent Hotel Guest Program	☐1	☐2	☐3	☐4	(56)	☐ 9
Good business facilities	☐1	☐2	☐3	☐4	(57)	☐ 0
Other: ______ 61 (Please specify) 62	☐1	☐2	☐3	☐4	(58)	☐ x

5. Do you currently participate in any Frequent Hotel Guest Programs?

63 1☐ Yes → IF "YES," Which ones? ______ (64-65) ______ (66-67)
(Please specify) (Please specify)

2☐ No

6. Not considering for the moment where the hotel/motel is located, which one of these hotels/motels, do you consider the best overall when traveling for business reasons? (PLEASE "X" ONLY ONE BOX.)

68 1☐ Best Western
2☐ Ciga
3☐ Days Inn
4☐ Doubletree
5☐ Embassy Suites Hotels
6☐ Executive Suites
7☐ Fairmont
8☐ Four Seasons Hotels
9☐ Guest Quarters Suite Hotels
0☐ Harley/Helmsley
x☐ Hilton Hotels
y☐ Holiday Inn

69 1☐ Howard Johnson
2☐ Hyatt
3☐ Inter-Continental
4☐ Loews
5☐ Mandarin-Oriental
6☐ Marriott
7☐ Meridien
8☐ Nikko
9☐ Omni Hotels
0☐ Penta
x☐ Quality/Comfort/Clarion Inns
70 1☐ Radisson

70 2☐ Ramada Inns
3☐ Regent Hotels
4☐ Ritz Carlton
5☐ Rockresorts
6☐ Royce
7☐ Sheraton
8☐ Stouffer
9☐ Westin
0☐ Vista International
x☐ Wyndham

y☐ None of these

ABOUT CAR RENTALS

1. How many times have you rented a car in the past 12 months primarily for business reasons and how many times for pleasure/personal reasons? (IF NONE, WRITE IN 0.)

	For Business Reasons	For Pleasure/Personal Reasons
Number of Times Rented A Car In Past 12 Months:	______ (71-72)	______ (73-74)

2. How much did you spend per day, on average, to rent a car in the past 12 months for business reasons and how much for pleasure/personal reasons?

	For Business Reasons		For Pleasure/Personal Reasons
Under $30 per day	☐75 1		☐76 1
$30 - $39 per day	☐ 2		☐ 2
$40 - $49 per day	☐ 3		☐ 3
$50 - $59 per day	☐ 4		☐ 4
$60 - $69 per day	☐ 5		☐ 5
$70 or more per day	☐ 6		☐ 6
No idea at all	☐ 7		☐ 7
Did not rent a car in the past 12 months	☐ 8 →	IF DID NOT RENT FOR BUSINESS REASONS, SKIP TO NEXT SECTION "ABOUT DECISION-MAKING PROCESS"	☐ 8

80-2

3. Which of the following car rental companies, if any, have you rented from in the past 12 months when you traveled for business reasons? (PLEASE "X" AS MANY AS APPLY.)

7 1☐ Alamo
2☐ Avis
3☐ Budget
4☐ Dollar
5☐ Econo-Car
6☐ General
7☐ Hertz
8☐ National
9☐ Thrifty
0☐ Other: ______________________ 8
(Please specify)

4a. In Column 4a, please indicate how important each of the following factors is to you in deciding which car rental company to use when you travel for business reasons? (PLEASE "X" ONE BOX ACROSS IN COLUMN 4a FOR EACH FACTOR.)

4b. In Column 4b, please "X" the one factor which is most important to you in deciding which car rental company to use when you travel for business reasons. (PLEASE "X" ONLY ONE FACTOR.)

	4a					4b
	Very Important	Fairly Important	Not Too Important	Not At All Important		Most Important
Convenient location	☐1	☐2	☐3	☐4	(9)	☐26 1
Wide selection and availability of cars	☐1	☐2	☐3	☐4	(10)	☐ 2
Good condition of cars	☐1	☐2	☐3	☐4	(11)	☐ 3
Fast pick-up/drop-off	☐1	☐2	☐3	☐4	(12)	☐ 4
Corporate discount	☐1	☐2	☐3	☐4	(13)	☐ 5
Proximity to airport	☐1	☐2	☐3	☐4	(14)	☐ 6
Efficient reservations	☐1	☐2	☐3	☐4	(15)	☐ 7
Honors reservations	☐1	☐2	☐3	☐4	(16)	☐ 8
Can obtain frequent flier points when rent	☐1	☐2	☐3	☐4	(17)	☐ 9
Caters to business people	☐1	☐2	☐3	☐4	(18)	☐ 0
Efficient counter people	☐1	☐2	☐3	☐4	(19)	☐27 1
Frequent Car Renter Program	☐1	☐2	☐3	☐4	(20)	☐ 2
Low pricing	☐1	☐2	☐3	☐4	(21)	☐ 3
Courteous staff	☐1	☐2	☐3	☐4	(22)	☐ 4
Is owned by its employees	☐1	☐2	☐3	☐4	(23)	☐ 5
Can rent luxury cars for low rates	☐1	☐2	☐3	☐4	(24)	☐ 6
Other: ______________________ 28 (Please specify)	☐1	☐2	☐3	☐4	(25)	☐ 7

5 Do you currently belong to any Frequent Car Renter Programs (including affiliated Frequent Flier Programs)?

(29) 1☐ Yes→ IF "YES," Which ones? ____________ (30-31) ____________ (32-33)
(Please specify) (Please specify)
2☐ No

6 Does your company or business have any policies or guidelines about which car rental companies to use when you travel for business reasons? (PLEASE "X" AS MANY AS APPLY.)

(34) 1☐ Yes, which car rental companies to use
2☐ Yes, which types of cars to rent
3☐ Yes, how much to spend per day on car rentals
4☐ No, no specific policies or guidelines

7 Which one of these car rental companies do you consider the best overall when traveling for business reasons? (PLEASE "X" ONLY ONE BOX.)

(35) 1☐ Alamo
2☐ Avis
3☐ Budget
4☐ Dollar
5☐ Econo-Car
6☐ General
7☐ Hertz
8☐ National
9☐ Thrifty
0☐ Other ____________ (36)
(Please specify)

DECISION-MAKING PROCESS

1 Please "X" the sources you use most often to find out about which commercial airline, hotel and/or motel, and car rental company to use when you travel for business reasons. (PLEASE "X" AS MANY AS APPLY IN EACH COLUMN.)

	For Airlines	For Hotels/Motels	For Car Rental Companies
Television advertising	☐(37) 1	☐(39) 1	☐(41) 1
Newspaper/magazine advertising	☐ 2	☐ 2	☐ 2
Radio advertising	☐ 3	☐ 3	☐ 3
Promotional advertising (mailers)	☐ 4	☐ 4	☐ 4
Previous experience	☐ 5	☐ 5	☐ 5
Personal travel agent	☐ 6	☐ 6	☐ 6
Corporate travel department or company designated travel agent	☐ 7	☐ 7	☐ 7
Word-of-mouth	☐ 8	☐ 8	☐ 8
Recommendations of friends/colleagues	☐ 9	☐ 9	☐ 9
Travel books and brochures	☐ 0	☐ 0	☐ 0
Official Airline Guide	☐(38) 1	☐(40) 1	☐(42) 1
Telephone book	☐ 2	☐ 2	☐ 2
Other ____________ (Please specify)	☐ 3	☐ 3	☐ 3
None of these	☐ y	☐ y	☐ y

2. Who is primarily responsible for each of the various stages of arrangements for commercial airlines, hotels/motels, and car rental companies when you travel for business reasons? (PLEASE "X" AS MANY AS APPLY IN EACH ROW ACROSS.)

	Primarily Responsible					
	Myself	Corp Travel Dept	Personal Travel Agent	Other Colleague/ Friend	Secretary/ Assistant	
AIRLINE ARRANGEMENTS						
Recommendation of preferred airline	☐1	☐2	☐3	☐4	☐5	(43)
Contacting travel agent	☐1	☐2	☐3	☐4	☐5	(44)
Gathering information on rates, schedules, availability, etc.	☐1	☐2	☐3	☐4	☐5	(45)
Final decision on airline	☐1	☐2	☐3	☐4	☐5	(46)
Booking reservations	☐1	☐2	☐3	☐4	☐5	(47)
How airfare is paid for	☐1	☐2	☐3	☐4	☐5	(48)
There is a company policy on which airline to use	☐48-y					
HOTEL/MOTEL ARRANGEMENTS						
Recommendation of preferred hotel/motel	☐1	☐2	☐3	☐4	☐5	(49)
Contacting travel agent	☐1	☐2	☐3	☐4	☐5	(50)
Gathering information on rates, availability, etc.	☐1	☐2	☐3	☐4	☐5	(51)
Final decision on hotel/motel	☐1	☐2	☐3	☐4	☐5	(52)
Booking reservations	☐1	☐2	☐3	☐4	☐5	(53)
How bill is paid for	☐1	☐2	☐3	☐4	☐5	(54)
There is a company policy on which hotel/motel to use	☐54-y					
CAR RENTAL COMPANY ARRANGEMENTS						
Recommendation of preferred car rental company	☐1	☐2	☐3	☐4	☐5	(55)
Contacting travel agent	☐1	☐2	☐3	☐4	☐5	(56)
Gathering information on rates, availability, etc.	☐1	☐2	☐3	☐4	☐5	(57)
Final decision on car rental company	☐1	☐2	☐3	☐4	☐5	(58)
Booking reservations	☐1	☐2	☐3	☐4	☐5	(59)
How rental is paid for	☐1	☐2	☐3	☐4	☐5	(60)
There is a company policy on which car rental company to use	☐60-y					

3. If you are traveling on business to a new and unfamiliar location, who usually decides on which hotel or motel to stay in?

61 1☐ Myself
2☐ Corporate travel department or company designated travel agent
3☐ Personal travel agent
4☐ Other colleague/friend
5☐ Secretary/assistant
6☐ Other: ____________________ (Please specify)

4. To what extent are you ever involved in the selection of off-premise sites for corporate and association meetings?

62 1☐ Very involved
2☐ Fairly involved
3☐ Not too involved
4☐ Not at all involved

5. Which of the following types of facilities, if any, have you attended for off-premise corporate and association meetings in the past 12 months? (PLEASE "X" AS MANY AS APPLY.)

63 1☐ Resort hotel
2☐ Midtown hotel
3☐ Suburban hotel
4☐ Airport hotel
5☐ Privately-owned conference center
6☐ University-owned conference center
7☐ Condominium resort
8☐ Cruise ship
9☐ Other: ______________________ 64
(Please specify)
0☐ Did not attend meeting in the past 12 months

ABOUT EXTENDING BUSINESS TRIPS INTO VACATIONS

1. Have you ever extended a business trip you took for an extra day or two for pleasure or personal reasons?

65 1☐ Yes   2☐ No → SKIP TO QUESTION 3

2. How many business trips have you extended a day or two for pleasure or personal reasons in the past 12 months? (IF NONE, WRITE IN 0.)

Number Of Business Trips
Extended In Past 12 Months: ______________ (66 67)

3. How likely are you to extend a business trip a day or two in the next 12 months for pleasure or personal reasons?

68 1☐ Very likely
2☐ Fairly likely
3☐ Not too likely
4☐ Not at all likely
5☐ No idea at all

ABOUT MINI-VACATIONS

1. Think of mini-vacations as weekend getaways or vacations that extend over 3 to 4 days. Compared to 5 years ago, would you say that you are taking more mini-vacations now, less mini-vacations now, or the same number of mini-vacations now?

69 1☐ More now
2☐ Less now
3☐ Same amount

2. In the next 5 years, do you expect that you will be taking more mini-vacations, less mini-vacations, or the same number of mini-vacations compared to now?

70 1☐ More
2☐ Less
3☐ Same amount

80-3

ABOUT YOU

1. Which of the following charge cards, if any, do you currently own?

7 1☐ Air Travel Card (UTAP)
2☐ American Express (Green)
3☐ American Express Gold Card
4☐ American Express Platinum Card
5☐ American Express Optima Card
6☐ Car Rental Card
7☐ Carte Blanche
8☐ Department Store Card
9☐ Diners Club
0☐ Discover Card
8 1☐ Gasoline Card
2☐ MasterCard (Regular)
3☐ MasterCard Gold
4☐ Visa (Regular)
5☐ Visa Preferred
6☐ Visa Premium
☐ Other: ______________________ 9
(Please specify)
y☐ Do not own any charge cards

2. Do you currently own a passport for international travel?

10 1☐ Yes
2☐ No

3. What is your sex?

11 1☐ Male
2☐ Female

4. What is your age?

12 1☐ Under 21 years
2☐ 21-24 years
3☐ 25-29 years
4☐ 30-34 years
5☐ 35-39 years
6☐ 40-44 years
7☐ 45-49 years
8☐ 50-54 years
9☐ 55-59 years
0☐ 60-64 years
☐ 65 years or over

5. What is the principal activity of the company (or division, if applicable) for which you work? (PLEASE "X" ONE BOX ONLY.)

13 1☐ Manufacturing, Processing, Publishing
2☐ Transportation, Communications, Utilities
3☐ Mining, Oil or Gas Extractions
4☐ Construction, Engineering
5☐ Banking, Finance, Insurance
6☐ Real Estate
7☐ Wholesale or Retail Trade
8☐ Medical Services
9☐ Other Professional or Business Services (Accounting, Data Processing, Consulting, etc.)
0☐ Government
☐ Other: ______________________________ 14
(Please specify)

☐ Not employed→ SKIP TO QUESTION 8

6. Approximately how many employees are there in your entire corporation or firm — that is, the total number of employees including all plants, divisions, branches and subsidiaries?

15 1☐ Fewer than 25 employees
2☐ 25-49 employees
3☐ 50-99 employees
4☐ 100-249 employees
5☐ 250-499 employees
6☐ 500-999 employees
7☐ 1,000-4,999 employees
8☐ 5,000-9,999 employees
9☐ 10,000 or more employees
0☐ No idea at all

7. Which of the following best describes your job title or position? (PLEASE "X" ONE BOX ONLY.)

16 1☐ Chairman of the Board, Company Director
2☐ President, CEO
3☐ Executive VP, Senior VP, Group VP
4☐ VP Treasurer, VP Controller, Other Financial VP
5☐ Other VP
6☐ Treasurer, Secretary Treasurer, Controller, Other Financial Officer
7☐ Other Company Officer or Assistant Officer, General Manager
8☐ Owner, Partner
17 1☐ Department Head
2☐ Other Manager or Supervisor
3☐ Salesperson, Broker, Agent, Representative
4☐ Trainee, Office Worker, Production Worker, etc.
5☐ Doctor, Lawyer
6☐ Other Professional/Technical (Accountant, Engineer, etc.)
7☐ Government
8☐ Other: ______________________________ 18
(Please specify)

8. In which state do you reside? (PLEASE DO NOT ABBREVIATE.)

______________________________ (19-20)

THANKS VERY MUCH FOR YOUR HELP!

80 4

001 010

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